MAMMOTH LAKES PRESS

VOL. 2 NO. 8 AUGUST, 1973 "THE VOICE OF MAMMOTH" 20c ALL RIGHTS RESERVED

Sailing O.K.'ed on Crowley Lake

Mono Plan Changes Hands — see Mammoth Forum

Incorporation Meeting Report

More on Mammoth Beautification — see Editor's Corner

New Base Lodge Plans

Don't Miss —

Rummage Sale — August 3-4

Art Festival — August 11-12

Handball Tourney — September 1-2

Tennis Round Robin — September 15-17

Frontier Week — September 18-22

First sailboat ever on Crowley Lake.

COMING EVENTS

CHAMBER OF COMMERCE FISHING DERBY — RUNS ALL FISHING SEASON — UNTIL OCTOBER 30. — Weekly plaques are awarded to the fisherman who catches the largest fish in two classes. Fish must be officially weighed and entered.

AUGUST 3-4 — RUMMAGE SALE — Sponsored by the women's auxiliary of the fire department. At the Fire Station. Everyone is invited.

AUGUST 6 — MAMMOTH LAKES SAILING CLUB MEETING — Held at Shakey's Pizza Parlor, 7:30 p.m., Monday night. Members and any sailing enthusiasts welcomed.

AUGUST 7 — CHAMBER OF COMMERCE BARBEQUE — In leiu of the regular dinner meeting. The barbeque will be held at the Minaret Summit - cocktails at 5:30, dinner at 7:00. Prepared by the Mammoth Mountain Inn, the dinner will feature wine, steak, corn on the cob and all the fixings. Reservations are a must. Call the Chamber office at 934-2712 by noon August 6. All interested persons are invited to attend.

AUGUST 9 — CROWLEY LAKE CHAMBER OF COMMERCE — 7:30 p.m. at George O'Nan's Crowley Lake Campland. Phil Pister, Department of Fish and Game, will discuss the 1974 season for Crowley Lake. Everyone is invited to attend. For further details call Lloyd Wilson at 934-6141.

AUGUST 11-12 — 4th ANNUAL MAMMOTH ARTS & CRAFTS FESTIVAL — Sponsored by the Mammoth Lakes Artists and Craftsmen's Association. This year the festival will be held at the Mammoth Community Park.

AUGUST 25 — " CORN ON THE COB DANCE" — Sponsored by the local square dance club, the Hi Sierra Squares. 8:00 p.m. at the Mammoth Elementary school on Fish Hatchery Rd. The caller will be Chuck Carroll. Summer Campers — Come as you are — Square dance togs are not necessary.

SEPTEMBER 1-3 — BISHOP RODEO — This annual event is well worth a visit. In addition to the showing of the rodeo, a street dance, parade down main street, 4-H horse show, and the Old Timers' Picnic will also take place.

SEPTEMBER 1-2 — 4th ANNUAL LABOR DAY HANDBALL TOURNAMENT — Sponsored by the Mammoth Mountain Athletic Club. Tourney will take place at the Mammoth Mountain Ski Area. For further information call 934-2571.

SEPTEMBER 7-9 — BISHOP INVITATIONAL TENNIS TOURNAMENT — Tourney will have open men's and women's singles with possibly a "B" class, men's, women's and mixed doubles. For further information contact Carolyn or Bill Davis at (714) 873-5146.

SEPTEMBER 15-17 — FIRST ANNUAL MAMMOTH LAKES TENNIS CHAMPIONSHIPS — Sponsored by the Mammoth Lakes Press. Tournament will be played in round-robin fashion. Men's and women's singles and mixed doubles will be played. For further information see article in this issue.

SEPTEMBER 18-22 — FRONTIER WEEK FESTIVITIES — Sponsored by the Mammoth Lakes Chamber of Commerce. Activities will include a community pot luck dinner, 3-day carnival and antique car parade.

MAMMOTH ADVISORY COUNCIL — Second and fourth Monday of each month, 9:30 a.m. at the Community Center. Any occasion for public meetings will be announced in advance.

MAMMOTH DISTRICT WOMEN'S CLUB — First Thursday in the elementary school library, 7:45 p.m., visitors welcome.

MAMMOTH LAKES MOTEL AND LODGE ASSN. — Third Tuesday of every month, call Mammoth Reservations 934-2522 for details.

MONO COUNTY BOARD OF SUPERVISORS — 1st and 3rd Tuesdays of every month at the Courthouse, Bridgeport. Interested parties are invited to attend.

JUDO — Taught by Buster Norton. Every Monday and Wednesday 7 p.m. at the Community Center.

MAMMOTH BODY SHOP — Tuesdays at 10 a.m. at the Community Center. Thursdays for exercises only.

CATHOLIC CHURCH — Mass at noon and 1:00 p.m. each Sunday.

COMMUNITY CHURCH — Worship service, 11 a.m.; Sunday School 9:30 a.m.; evening services 7:30 p.m.; Wednesday Prayer Meeting at church 7:30.

EPISCOPAL CHURCH — Holy Communion, first Sunday Mammoth Community Center, 4:30 p.m.

LATTER DAY SAINTS — Sundays, Mammoth Community Center, Priesthood, 9 a.m.; Sunday School, 10:30 a.m.; Sacrament meeting 11:45 a.m.

HIGH SCHOOL YF — Every Monday, 7:30 p.m., Community Church. All teens invited.

JR. HIGH YF — Every Tuesday night, Community Church.

EXERCISE DANCE CLASS — Tuesday, 7 p.m. at the Community Center.

SO. MONO HOSPITAL DISTRICT — First Wednesday at the Community Center, 10 a.m., visitors welcome.

MAMMOTH LAKES JR. WOMEN'S CLUB — First Wednesday, 7:30 p.m., call Carol Smith at 934-6250, for information.

MAMMOTH 4-H CLUB — Second Tuesday at the elementary school cafeteria, 7:30 p.m.

WATER BOARD — First Wednesday, 8 p.m., Community Center.

FIRE COMMISSION — Public meeting last Thursday of each month.

SCIENCE OF THE MIND — (Religious Science) Study and discussion group meets each Thursday at the Stove at 7:30 p.m.

FIRE DEPARTMENT — Every Thursday, 7:30 p.m. at the Fire Station. Visitors welcome.

MAMMOTH LAKES CHESS CLUB — 1st and 3rd Wednesdays at 7:30 p.m. For information call Marjorie Lizza at 934-2449 or 934-6057.

YOUTH ACTIVITIES CENTER — Meets Tuesday and Thursday evening from 7-9:30, ages 10-16. Activities include pool, ping pong, table games, movies, tournaments.

BOY SCOUTS — Meet Tuesday evenings at 7 p.m. at the Fire Station. Monthly outings planned. For information call Fred Beach at 934-6526 or Randy Gilbert at 934-6406.

SQUARE DANCING — Each Wednesday night and the last Saturday night of the month at the Mammoth Elementary School on Fish Hatchery Rd. at 8 p.m. For further information contact Ray and Claire House at 935-4327.

MAMMOTH MINISTRY FELLOWSHIP GROUP — Meets 7:30 Wednesday evenings at Fred Weise's house (first house on right on St. Anton in Mammoth Knolls). The fellowship group is non-denominational and is led by Albie Pearson. Everyone is invited to participate.

MAMMOTH LAKES PRESS

Jay Cole—Publisher/Editorial Director
Carolyn Cole—Editor
Kathy Giaimo—Associate Editor
Jean Conner—Southern Marketing Editor

Editorial Contributors:
The U.S. Forest Service
Mammoth Mountain Ski Area

Published 1973 by Mammoth Publishing and Advertising Co., all rights reserved. Reproduction in whole or in part without written permission is strictly prohibited. The Mammoth Lakes Press is published monthly in Mammoth Lakes, California, by the Mammoth Publishing & Advertising Co., P.O. Box 733, Mammoth Lakes, California 93546, (714) 934-2126. Circulation base is 8,000. Subscriptions are $3.00 a year.

NOW, THROUGH TIME SHARING, YOU AND YOUR FAMILY CAN OWN AN INTEREST IN A MAGNIFICENT RESORT CONDOMINIUM IN THE FOUR-SEASON RECREATIONAL CAPITOL OF CALIFORNIA FOR $3,866.00.

Full Price. Fully furnished. • Maid service • Linen service
All maintenance • Totally carefree • Financing available.

The newest, most exciting, and dynamic idea in resort-condominium ownership ever offered. Time Sharing. For the first time, an affordable way for you to own a piece of the great outdoors of Mammoth. The four-season recreational capitol of California

SEE IT ALL AT OUR
WOODSTOCK AT MAMMOTH
LOS ANGELES SHOWROOM TODAY.

Beautifully decorated 2-bedroom Woodstock resort condominium. Discover the four-season recreational world of Mammoth. Skiing, fishing, hiking, backpacking, and recreational displays. Learn about time sharing. A way for you to enjoy a Woodstock condominium for a fraction of the cost of owning an entire condominium.

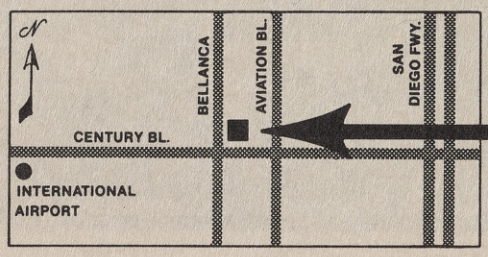
COME IN TODAY REGISTER TO WIN GREAT PRIZES

- **Rods and reels**
- **English-type multi-speed bicycles.**
- **The new Mayflower combination Sailboat and motorboat.**
- **The fantastic new all-terrain vehicle.**

AMPHICAT
At Home On Land or In The Water.
Drawing Every Evening at 7:30 p.m.

FOR INFORMATION IN MAMMOTH VISIT
LEISURE PROPERTIES
Corner Old Mammoth Rd. and Hwy 203
(714) 934-2564

woodstock AT MAMMOTH



Open daily 'till 10 p.m.
5625 CENTURY BOULEVARD
Los Angeles

EQUAL HOUSING OPPORTUNITIES

Sailing On Crowley Approved

Approval has just been received from the City of Los Angeles Department of Parks and Recreation for limited sailing on a trial basis this season on Crowley Lake!

Two dates have been set for the Mammoth Lakes Sailing Club to conduct two regattas — August 19 and September 2. The two regattas will be held as a trial and will help in determining if Crowley will be totally opened to sailing for the 1974 summer season. The only boats that have been currently approved to participate in the regattas are the "Wildflower" and the "Mayflower" — both active classes at Mammoth.

For regattas, the boats must be launched at the normal launching area or at the beach running to Beaver Cove. Sailing will be restricted to the south end of the lake in the vicinity of Beaver Cove. All participants must **wear** a coast guard approved life jacket at all times while on their boats and each must sign a normal accident waiver. The 5-horsepower motor limitation will be waived — however, each boat must carry all other required safety equipment including a paddle or oars.

A Mayflower and Wildflower were allowed to sail on Crowley Lake last month as part of the study of the feasibility of allowing sailing on Crowley. Guess they did O.K. as a trial program of regattas has been approved for this season.

Fees for the regattas have been set at $4 per boat and car plus $1 for parking for spectators and other cars.

It is hoped that this trial program will prove that sailing can be the best sport yet tried on Crowley!

Mammoth Has No Gas Shortage

Contrary to reports by other media, the Mammoth area has no gas shortage! Local gas stations report that their allotments of gas were the same as last year and foresee no shortage this summer. Prices for gasoline in town range in the mid .40's for regular and about 52c for premium - not a dollar a gallon as reported by some newspapers!

Along routes 395 and 14 there also appears to be no shortage of gasoline or outrageous prices. Bishop and Mojave have gas stations which operate 24 hours.

Traffic in Mammoth has been unusually slow this season. It is felt that one of the reasons is the "gas scare." So let's all pass on the good word — **THERE IS NO GAS SHORTAGE AT MAMMOTH!!**

Brochure Distribution Plans Announced

Mammoth Publishing and Advertising will offer a Southern California Brochure Distribution Service again this year. Last year about 50 sporting goods stores in the Los Angeles area were successfully serviced. Walnut racks displaying "Mammoth Resort Information" were provided to the stores. Monthly, at the time of the distribution of the Mammoth Lakes Press, each rack is re-filled.

This year there will be two changes in the service. First of all San Diego will be added to the area covered by the service. About 5 shops will be covered. Secondly, the distribution will start earlier — The racks will be set up and initially stocked at the end of August with the distribution of the September issue of the Press. Each year sport shops switch to skiing earlier and many already feature skiing at this time.

Reservations for space in the racks are already being accepted. There is room for 35 single-sized brochures — however, larger or irregular sized brochures can be handled. The cost of the service is $150 and includes the initial distribution and servicing for 10 months. Discounts are offered to those who reserve more than one space. About 5000 brochures are needed for the season.

For information and reservations please contact Mammoth Publishing & Advertising at (714) 934-2126 or write P.O. Box 733D, Mammoth Lakes, Ca. 93546.

SKI-TIME REALTY, INC.
Condominium Specialists

(714) 934-6204

P.O. Box 1216,
Mammoth Lakes,
California, 93546

Located in the
Sherwin Shopping Center
on the corner of Old Mammoth & Chateau Roads

Incorporation Meeting Draws Over 100

On July 16th the Mammoth Advisory Council (M.A.C.) called a public meeting to discuss the application for incorporation. Approximately 120 people were in attendance. The meeting was chaired by Bob Alexander, Planning Consultant for M.A.C. - assisting were Doug Perry and Chuck Butt, Co-chairmen of M.A.C. Key points of the official application for incorporation (that resulted from the feasibility study) were reviewed. The application has been submitted to Earl O'Neil of the Local Agency Formation Commission (LAFCO) of Mono County. It is LAFCO's responsibility to analize the proposal and either accept or deny the application. If the application is accepted Mammoth would be authorized to circulate a petition. It will take at least 25% of the property owners representing 25% of assessed value of the land in Mammoth to put the proposition on the ballot. If the petition is successful, the question of incorporation will be put to a vote.

The proposed boundaries for the City of Mammoth Lakes include the existing North Mammoth Fire District plus the Mammoth Lakes (Twin Lakes, Mary, Mamie, George, and Horseshoe), all of Minaret Summit Rd., Hwy 203 (to within about a half a mile of Hwy 395), Lake Mary Rd., and Mammoth Mountain. Also included is the Sewage Treatment Plant and Water District. The assessed value of this area is now around $34,000,000.

If/when Mammoth does become incorporated the cost of government services will be transferred from the county to the city. The principal source of revenue for the city would be through the sales, bed, and use tax. The use tax, as proposed, would be a newly imposed tax on the rental of recreational facilities such as ski equipment, lift tickets, snowmobiles, boats, and bicycles. The legality of the use tax is now being explored by the county. M.A.C. felt since the population of Mammoth fluctuates from 3800 to 20,000 that visitors to Mammoth could/should share in the cost of operating the city. The currently imposed property tax would continue to be revenue for the county; however, the city could impose a property tax up to $1 per thousand of assessed valuation toward their revenue. (This is not part of the current proposal, however.)

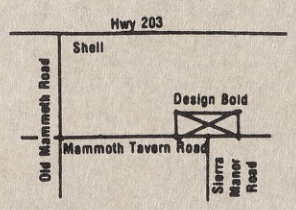
Services which would be the responsibility of the city government include public transportation, snow removal, road construction and repair, trash pick-up, cultural promotion, a hospital, law enforcement, and a Planning Dept. Several of these services would initially be purchased from the county. The suggested public transportation system is a mini bus shuttle service between the village and chairs 7 and 8. There would be 6 buses with 13 stations and a bus at each station every 5 minutes. The cost would be approximately $60,000 a year.

After the highlights of the application were presented a question and answer period followed. For those unable to attend the meeting, a complete copy of the application may be read at the Chamber of Commerce Office or Spellbinder Bookstore. Look for the announcement of the next public meeting to discuss incorporation in our September issue.

Fishing for a Deal
Try
Design Bold
FURNITURE

- For your convenience, showroom and warehoused furniture in Mammoth.
- Furniture made of durable materials perfect for families and rentals
- Immediate delivery on in-stock furniture.
- Package prices or individual pieces — all below L.A. prices.
- Personalized decorator service in your home — call for appointment.
- Master Charge, Bank-Americard, financing available.

Mammoth Showroom
(714) 934-6915



Los Angeles Warehouse
(213) 322-8066

FROM OUR READERS

Dear Editor,

Your articles on Mammoth beautification are refreshing and seem to be somewhat effective — although there is much more to do. Frankly I am surprised that many members of the business community are not concerned enough to clean up their surroundings. We are second homeowners in Mammoth and enjoy the area year-round in spite of the many problems. However, many of our friends who have vacationed in Mammoth have commented about the lack of a "resort atmosphere" in the town area. I believe that with a little work and a lot of help from local businessmen that Mammoth could be a beautiful community.

Wm Jameson
Second homeowner

The Mammoth Lakes Press has campaigned over the past two months for a community-wide "clean up" effort. We have urged the Chamber of Commerce to sponsor such an effort — so far nothing has been done. We like you, are disappointed that a community-wide effort has not been mounted. The Editor's Corner this month takes a very hard look at the "Visual polution" that still exists in Mammoth Lakes. We are hopeful that in next month's issue we will be able to be more positive — and document the results of a Chamber of Commerce clean up program.

Editor

Dear Editor,

Your July editor's column on incorporation and your support of same was very interesting. Since we received your paper we have talked with many others in town who are also in favor of incorporation. However, we have also talked with individuals who favor other alternatives such as reapportionment or special service districts. Perhaps you should outline these alternatives in a future issue.

Mammoth Resident

We plan to do just that in our September issue. Incorporation, although we support the concept, may not be feasible from a financial point of view. Much will depend on the legality/illegality of the proposed use tax. If incorporation is not now possible two logical alternatives exist — development of a special service district in which case Mammoth could have its own planning commission or reapportionment, whereby Mammoth residents could have another supervisor representing them at the county level. The Press favors incorporation as a concept. A special service district would be a reasonable alternative. We do not, however, feel that reapportionment is desirable. With reapportionment the same basic situation would exist — i.e. Ordinances and regulations which may be acceptable to a rural county are in many instances inappropriate to a relatively urbanized area such as Mammoth.

Read our September issue - we'll attempt to have supporters of every concept relate their views! Also don't forget to attend the M.A.C. meetings on incorporation.

—Editor

Dear Editor,

The signs in Mammoth are terrible. There must be laws that prevent businessmen from defacing the area with large unattractive signboards. Is anything being done to put pressure on businesses to tear them down. Mammoth is beginning to look like the San Fernando Valley.

J. Johns
Visitor

First of all we think you'll enjoy the editor's column this month. Many times community pressure can be an effective deterent to "Visual polution." Secondly, the county is in the process of adopting a more stringent signing ordinance. Thirdly, a few businessmen with illegal signing are being prosecuted. Hopefully, the combination of events will have a positive effect.

—Editor

Dear Editor,

Enclosed please find my letter addressed to the General Manager and Owner of the Sierra Nevada Inn.

Dear Sirs:

You are to be highly commended for your actions in allowing your beautiful swimming pool and outside area to be used for the purpose of swimming lessons. That quality of community spirit in the Mammoth area is all too frequently missing.

The need for a program such as this, is evidenced by the multitude of children and accompanying parents who have attended these classes so enthusiastically. By your actions you have provided an experience in water safety and swimming skills for over 100 children.

Unfortunately, the Mammoth area is plaqued with unfenced swimming pools, yours in particular being one of the few exceptions. As long as these pools remain in violation of the building code, and unfenced, the opportunity for swimming lessons presents, not only an enriching experience, but possibly a life-saver for some small child.

Please accept our heartfelt thanks, and deep appreciation for a wonderful community-spirited action.

Sincerely,
Mrs. John Armstrong
Mammoth Lakes, Ca.

We thank you for your letter and wish to join you in extending compliments to the Sierra Nevada Inn for their community mindedness. We agree that they have provided a very worthwhile service to the community.

The Mammoth area does have a number of unfenced pools. However, we are not aware of a Mono County ordinance that requires that pools be fenced.

Again, Congratulations to the Sierra Nevada Inn for a job well done!

—Editor

MAMMOTH LIQUOR
GROC.-LIQUOR—BEER—GOURMET WINE
FISHING TACKLE
P.O. Box 262, Mammoth Lakes, Calif. 93546
(714) 934-6260
Next to Pancake House

CONDOS • LOTS • CABINS
HOLIDAY REALTY
P.O. BOX 32
MAMMOTH LAKES, 93546
(714) 934-6137
HWY 203 NEXT TO SHAKEY'S

COMMERCIAL CONDOMINIUM
CHARTER INSURANCE AGENCY
specialist in owners association—
Insurance Programs
DONALD A. DEWEY
(714) 934-2143
Mammoth Lakes (213) 487-7330

Mammoth Lakes Airport
Sierra Flying Service
6,500 ft. lighted runway, open year round
major & minor aircraft repairs
flight instruction—charter service
rental cars
(714) 935-4266

EDITOR'S CORNER

by Jay Cole

For the past two months the Mammoth Lakes Press has been promoting Mammoth Beautification. During this period there has been a considerable amount of improvement in the town area — although much more remains to be done. A few of the positive actions: 1)East Sierra Development Co. and 1849 have cut down virtually all of their signs (some of which were pictured in our June issue). East Sierra has also added landscaping to several of their projects. 2) La Vista Blanc has cleaned up the debri photographed by "the press" in August. 3) KMMT has sponsored a major clean up program. 4) Many of the restaurants, shopping centers, condominiums, and lodges have done an excellent job of landscaping.

"Beautiful Downtown Mammoth"

. . . But we're still not satisfied that the town area is anywhere near what it could or should be in terms of presenting an attractive appearance to visitors (or residents for that matter).

Main Street (Hwy 203) particularly needs to put on its pants and others should pull theirs up. Frankly, we're very disappointed that:

1) The Continental Inn continues to display - after one year - an ugly and illegal, 20 ft. sign on Highway 203. If the county will not take action to have it removed we suggest that a "chain saw vigilante committee" be formed to rid Mammoth of this eyesore.

2) The fences along Highway 203 are in a state of total disrepair. The fences appear as if they were stampeded by a wild herd of horseless carriages. They should either by replaced, removed - or better yet - substituted by 6-8 ft. wide landscaped strips. The very least that could/ should be done is for local businesses to take on the responsibility of repairing the fences in front of their establishments.

3) Many of the local condominium projects have still not cleaned up their act! A perfect example is Chateau Enchante on Lakeview Blvd. This development is surrounded by so much debris that it is difficult to even get to the model units.

4) The Red Rooster continues to appear as if it were in the abandoned car business by displaying a rather odd assortment of unsalvagable vintage automobiles (?).

5) KMMT, sponsors of the successful Mammoth cleanup program appear to have illegally abandoned their "billboard mobile" on Highway 203 at the junction of 395.

6) Several businesses along Highway 203 are attempting to promote their individual state historic areas by featuring "Indian Mounds" (piles of dirt) in front of their establishments. For real authenticity (and landmark consideration) they should be appropriately landscaped with grass and wildflowers.

7) The trailer ghettos between Kittredges Sport Shop and Filson's Tackle continues to rely on the concept that Harlem is happiness!

8) The "Tiretrailer" temporarily "76ed" on Highway 203 could be here to stay — but should be floated in Hot Creek . . . down the tubes!

. . . in the meantime the "bucket in the sky" continues to overshadow the debris.

In all seriousness, we are disturbed, disappointed, disenheartened, and **DISTRACTED** by the situation along Highway 203 — soon to be dedicated by Mono County as "Maimed St." (Main St.). The Chamber of Commerce, at their next meeting, will be asking for volunteers to participate in a Main St. beautification project — we are hopeful that Mammoth Lakes residents and businessmen will participate (particularly those mentioned here in).

The Mammoth Lakes Press will offer trophies at the Frontier Week Celebrations to those who have evinced the most interest and improvement.

We believe Mammoth has the potential of becoming a major year-round resort. Lets all get our basics together now!

Inyo Mono National Bank

Friendly, convenient local banking

INYO - MONO NATIONAL BANK

Europe - 16 days from $533
6 Countries England, Holland, Luxembourg, Belgium, Germany, France
Fly via scheduled carrier, non-stop Los Angeles to London and return. Fare based on double occupancy. Space is subject to availability.
(714) 934-8679
Mammoth Travel Agency

MONO COUNTY SECURITY
Commercial/Residential Street Patrol
Buglar/Fire Alarm Systems Installed
(714) 934-6454
P.O. Box 81, Mammoth Lakes, Ca. 93546

MAMMOTH MOUNTAIN MAINTENANCE
• *24 hour janitorial & maid service* •
INSURED • RUG CLEANING
(714) 934-8242
P.O. Box 8678, Mammoth Lakes, 93546

AUTO • HOMEOWNERS • LIFE
BUSINESS • CONDOMINIUMS
Allstate insurance
AT SEARS MAMMOTH EVERY WED.
9:30 A.M. - 5 P.M.
TEL (714) 934-6810 MAMMOTH
IN BISHOP (714) 873-4848
— KEN SLEE, AGENT —

CHEVRON
MAMMOTH CHEVRON SERVICE
So. Calif. AAA Contract Station
Mechanic on Duty
PHONE 934-8919
24 HR. TOWING SERVICE
"Serving the Community for 23 Years"

MAMMOTH FORUM

New Mono Plan Firm Chosen

The Mono Plan (a co-operative planning effort by Mono County and the U.S. Forest Service for the 300 square mile area surrounding Mammoth) has undergone drastic changes during the month of July. The originally contracted consultant group has been dissolved and negotiations are under way with another group for the completion of the plan.

Monoplan Associates was originally selected to perform the task of coming up with a "Monoplan." The group, headed by John Nordmark, was made up of five consultant firms. Last summer, at the onset of the study, four phases of the plan were defined. The completion date was set for February 12, 1973. Phase II of the four phases is still not complete. Still remaining to be completed are: the geology portion of the study, the environmental sensitivity and summary maps incorporating the geology, and the five alternative concepts for Mammoth's growth. The five alternative plans must be developed as a total team effort.

Monoplan Associates is still responsible for the completion of Phase II. August 17 and 18 has been set as the dates when the total team will meet and come up with the five alternative plans. Prior to this meeting, the geology and summary maps must be complete. August 31 is set for the publication of the Phase II results. When the county and forest service accept the publication as a satisfactory completion of Phase II, the funds will be released in payment.

At the time of the disolution of the Monoplan Associates, each of the five consultant firms were asked to submit a proposal on how they would complete Phases III and IV. Three firms submitted proposals and James A. Roberts Associates, Inc. was selected. Negotiations are currently underway on a contract to complete the Monoplan. James A. Roberts Associates, Inc. in their proposal, indicated an imminent merger with Sasaki Walker Associates, Inc., a well known landscape and resort planning firm. The new company will be Sasaki Walker Roberts, Inc.

The budget for completion of Phases III and IV is set at $100,000. Currently, part of this money is available from Mono County, the U.S. Forest Service and the State Division of Highways. It is expected that Federal Regional Council will participate with the balance of funds. However, if no additional funds are available, there will be enough money to complete the plan. If the additional funds come through, the plan will be better.

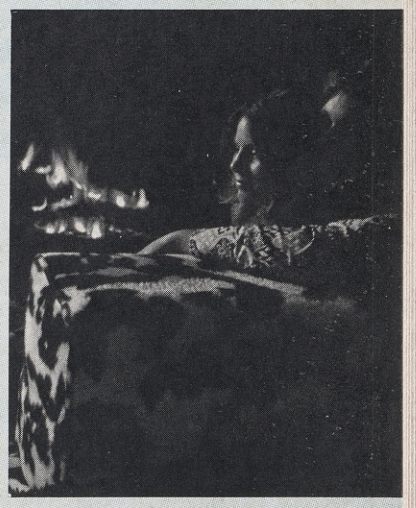
It is hoped that the contracts with Sasaki Walker Roberts, Inc. will be signed by August 15. One hundred working days from the signing of the contract will be required to complete the program. By January 15, 1974, the Mono plan should be complete. The first two steps outlined in Roberts' proposal are scheduled to be completed not longer that 20 working days after the contract signing. These two steps, which do not require the completion of Phase II, are: 1. Summarize goals and objectives of various groups/organizations to clarify the planning issues and, 2. prepare a complete description of present land use alternatives. Phase II must be completed prior to the start of step 3 — developing of land use alternative maps and related descriptive materials on various land use alternatives for regional and urban scales. Steps 4 through 7 are: 4. Analysis of fit — test fit of each of the alternatives against the resource base developed in Phase II; 5. Prepare each of the plan elements — environmental: prepare drafts of open space, seismic and noise element; Land Plan and Aesthetics: Residential, commericial, population, employment, social element and recreational element; Infrastructure: transportation, public facilities, sewer, water, solid waste; Economics: analize economics of recommended plan; 6. Draft recommendations: grading ordinance, fire protection ordinance, snow removal ordinance, storm drain ordinance, stream and lake protection, wild life protection, vegetation removal and revegetation; 7. Publication of the Mono Plan.

In Mammoth - It's Leisure . . .
Leisure PROPERTIES
RENTALS & SALES
Apartments, Condiminiums, Houses & Lots
Not only the largest but the best selection in town
Located next to the Shell Station
(714) 934-2564
P.O. Box 887, Mammoth Lakes, Ca. 93546

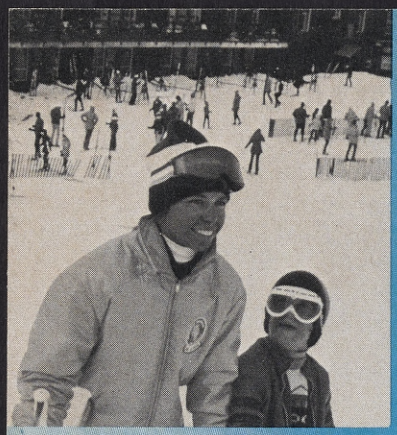
It's a whole new way of life: own your own special place away from the city. Where friendship flows. To relax, just the two of you. To sit in front of the fireplace on chilly evenings and sip your favorite wine and reminisce about the great day you had on the slopes.

It's a whole new way of life: Have your own exciting year around retreat . . . Skiing . . . Tennis . . . Swimming . . . Fishing . . . Hiking. Get outdoors, breathe the fresh air; be totally revitalized.

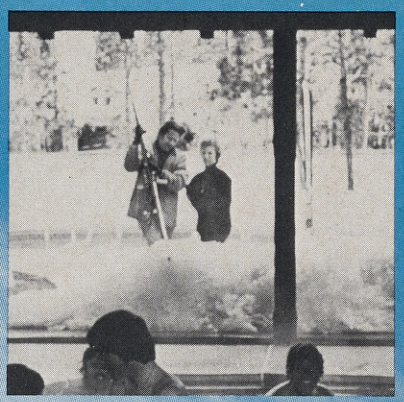
It's a whole new way of life: A wine and cheese picnic in the snow. Lots of friends. Life is a great feast. Take a really big bite.



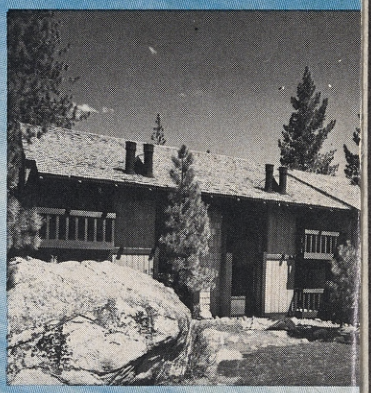
a ski country condominium is a whole new way of life.



It's a whole new way of life: Bright sunshine streaming in your window. You want to get up . . . make the first tracks in the fresh powder. Ski your favorite runs; come home totally exhausted and know you really had fun.



It's a whole new way of life: A home away from home . . . to decorate, to entertain in, to be proud of. Fireplaces, beam ceilings, thick carpets, rustic paneling. Different from the city . . . A warm, cozy, relaxed feeling.



It's a whole new way of life: For families and friends. Recreation rooms, Jacuzzis, saunas. Brimming with people like you — enjoying life.

It's a whole new way of life: One that you'll relate to in your own special way. It's a chance to get away from it all. Relax. And continue to grow, perhaps in a new way.

Mail to: Dempsey Construction Corporation

P.O. Box 657, Mammoth Lakes
California 93546
Telephone (714) 934-6861

Please send me more information on Ski Country Condominiums

Name .....

Address .....

City/State/Zip .....

Telephone (day) .... (evening) ....
Area Code Area Code

Condominiums are offered for sale to California residents only.

SKI COUNTRY CONDOMINIUMS

New Safeway Center Announces Plans

Construction on the new Safeway Shopping Center is going "full board ahead." Completion is expected by November first with all shops in operation by Thanksgiving.

Tenants will include — Safeway Grocery Store, Mammoth Village Pharmacy, Dennee's Furniture, Mammoth Crest Realty, and Dirty Duds Laundromat.

Mammoth Village Pharmacy is scheduled to open October 1st in the Mammoth Gateway Shopping Center. The pharmacy is associated with three other pharmacies in the San Joaquin Valley. It is the largest drug store on the eastern side of the Sierras north of Ridgecrest and south of Carson City.

The pharmacy will be 5,000 sq. ft. and contain complete selections of pharmaceuticals, name brand cosmetics, cameras, gifts, Hallmark Cards, and jewelry. The drug store will be open the same hours as the Safeway Store to give the customers maximum shopping time. Mastercharge and Bankamericard will be available also.

If you have any particular item or items you wished carried at the pharmacy, please drop a note to Mammoth Village Pharmacy, P.O. Box 57, Mammoth Lakes, Ca., 93546, listing your name, address, and telephone number and the items and size you wish carried. They will do their best to have it for you.

Pea Soup Andersen's Takes Over VI

Pea Soup Andersen's of Beullton, California, has taken over the Village Inn. For a few months operations will continue as the Village Inn with no noticable changes. Manager, Bill Bubbell, reports that by November 1st, the conversion to "Pea Soup Andersen's Village Inn" will be complete. The plans include a restaurant which will be open from 6:00 a.m. until 3:00 a.m. serving family style meals with an average check of $2 per person. Also there will be a saloon with entertainment, and retail sales of soups, cheeses, wine, peanut butter, pastries, and bread. Hope is to also have a bakery locally.

Their philosophy is to create a family atmosphere here at Mammoth. Emphasis will be placed on "after ski" and banquets and ski club facilities.

Mammoth Mets Little League team captured the Mono County Little League Baseball Championship on July 3, by nipping the Lee Vining Braves 6-5. Kim Edgekowski scored from 3rd base with the winning run in the bottom of the 6th inning, on a 1-out single by Scott Simpson. The Mets finished the league season with an 8-win, 1-loss record. Trophies were presented to each player and coaches.

Results Of Mammoth Motor Cross

Dave Capps and his seven fellow members in the High Sierra Motor Cycle Club once again sponsored a most successful Motor Cross this past June 30-July 1. More than 400 riders took part in the two-day event. The Junior Class races, 18 in all, were conducted on Saturday for trophies. The senior Division competition was run on Sunday for a total purse of $5,000.

One of the most notable achievements, from the Mammoth Lakes standpoint, in the Junior races was Dave McCoy taking 9th place overall in the 250 Junior A Division. McCoy is 58 years old, and looked thirty years younger as he fought the tough course on his Honda and showed many of the other 32 racers in his class how to ride.

In the 125 Senior Division, Tim Lunde took two firsts and a third in the three motos to earn $500 for first place overall. Marty Smith was second to grab $250 and Jim Hale took home $150 for third.

Carpenteria's Doug Grant won the 250 Senior Division with some very impressive riding. He was given tough competition for first place in motos 1 and 2 by Ron Pinnick, but held on to win both. Grant then played it safe and coasted to a third in the last moto to win $500 for first place overall. Unfortunately for Pinnick, he also lost out to Dan Turner and Jim Wilson in the overall scores as Turner was second for $250 and Wilson third for $150.

Seventeen year old Kenny Zahrt overcame an extremely poor start on the first moto in the Open Senior Division to take fifth place. The Woodland Hills high school student then settled down and showed his competition how to ride. He skillfully moved his Bultaco around the course to take first place in motos 2 and 3 to earn $500 for first overall. Mike Garrett was second for the $250 purse and Bob Rogers was third to take home the $150.

Nearly 2,000 spectators turned out for the event, which now has the competitors saying the Mammoth Mountain course is quickly becoming one of the most popular in the western United States.

Water Skiing Continues On Crowley

The Los Angeles Department of Recreation and Parks has opened Crowley Lake to water skiing on a limited basis through Sept. 3. Crowley Lake is situated in the Owens Valley about 30 miles north of Bishop.

The lake was opened to water skiing July 5. It will close between July 31 and Aug. 3. When it reopens, it will be on a limited basis with operations taking place Friday through Monday. Hours will be from 9:00 a.m. to 7:00 p.m.

Daily fees are $4 for launching a boat and $1 for parking. Overnight docking is $2 per night. Those interested in a season pass will pay $60 with docking privileges or $50 for launching privileges only.

The lake is nearly six miles long and two miles wide. It remains rather smooth during the entire day which makes for great water skiing.

Handball Tourney Scheduled

The Mammoth Mountain Athletic Club will sponsor its fourth Annual Handball Tournament on September 1st and 2nd. President Don Sharp reports that they will have men's open singles with a single elemination this year. There will be a minimal entry fee. Sunday evening there will be an awards dinner for those who participated in the tourney.

For further information please contact Don Sharp at 934-2571 or write Mammoth Mountain Athletic Club, P.O. Box 24, Mammoth Lakes, Ca. 93546.

The "Press" To Sponsor First Mammoth Tennis Tourney

The Mammoth Lakes Press in co-operation with local businesses and the newly formed Mammoth Tennis Club will sponsor the first annual Mammoth Lakes Tennis Championships September 15-17. Residents and visitors are invited to participate. Trophies will be awarded to A, B and C class winners in men's singles, women's singles and mixed doubles.

The concept of the tournament is somewhat unique in that all participants (in each class) will play six eight-game matches in round robin fashion. Trophies will be awarded on the basis of the best won-lost percentage in each category-thus no one is eliminated until the very end. Entrance fees for each singles category is $5 and $7.50 for each mixed doubles team – all proceeds from the tournament will be donated by the Mammoth Lakes Press to Mono County - earmarked for maintenance and/or construction of additional Mammoth Community tennis courts.

An awards barbeque will be held Sunday afternoon at the Mammoth Mountain Inn, for a nominal fee. All participants and spectators are invited to attend.

Those tennis players interested in participating should contact the Mammoth Lakes Press at (714) 934-2126 or fill out the entry blank below and send to P.O. Box 733TT, Mammoth Lakes, Ca. 93546.

Name _____

Address _____

Phone _____

I wish to enter in the singles' competition. Men's _____ Women's _____

Mixed doubles _____

I wish to enter in A B C Class

Mammoth To Host Sailing Champs Sept 1-2

Mammoth Lakes "Yacht" Sales in conjunction with Snark Products and the Mammoth Lakes Sailing Club have arranged to host the Mayflower-Wildflower California State Sailing Championships. The regatta will be held over the labor day weekend.

All residents and visitors owning Mayflowers and/or Wildflowers are invited to participate in the two-day event.

Negotiations are now underway with the City of Los Angeles Dept. of Parks and Recreation to hold the championships at Crowley Lake. If successful this will be the first time sailboats have ever been allowed to use the Crowley area.

Trophies will be awarded based on the number of boats participating in each of the two classes. Trophies will also be awarded to overall winners (both classes will stand together). Other details of the regatta are still being formulated.

The Mammoth Lakes Yacht Club already has 15 Mayflower owners and 5 Wildflower owners – all of whom are interested in racing.

For more details on the California State Championship, contact Mammoth Lakes "Yacht" Sales at 934-2126 or the Mammoth Lakes Sailing Club at 934-8278.

Art Festival – August 11-12

An outdoor arts and crafts festival will be an entertaining way to pass the afternoon and also an opportunity to purchase unique works of art by local artists and craftsmen. The festival is slated for August 11 and 12.

The festival will feature hand-built booths in a rustic western style set among the trees at the Mammoth Community Park which is located in back of the Forest Service Visitors' Center off the Sawmill Cutoff.

The Mammoth Artists' and Craftsmen's Association was formed four years ago by a group of local people who were interested in stimulating interest in arts and crafts within the area. This will be the fourth year that they have presented the Art Festival.

Many of the currently participating artists and craftsmen are among the original group and will be returning to the festival to display their work — Bill Perry of Pumice Mountain Co. will display hand-made furniture and candles; Darrell and Mary Lou Aubee of Bishop will display the many crafts that they have in their Crafts Gallery; Martha Cannon and Abi Donnelly of Eye Sierra Handcrafts, Etc. will have wall hangings and weavings. Also returning will be Sidney Quinn to show sheepskin jackets, Betty Shepard with custom shirts, Della Jenkins will display her lithographs and Holly Weseloh will have her embroidery and beading on display. Other participants will be Ed Monteath with his glass blowing, Betty Bergstad and Kathy Graff - weavings, Colleen Fair - quilts, Allen Moos and Rosalee Baily - ceramics, Bill Breitzman, Eric Eilar, Gary Richards and Joan Carter - photography.

Fat Alberts will have a sandwich and beer booth. There will also be a vegetable juice bar. It is hoped that a Jug Band from June Lake will entertain.

Frontier Week Planned By C of C

The Mammoth Lakes Chamber of Commerce is currently making plans for Frontier Week to be held September 17-23. Tentative plans call for a community pot luck dinner during the week.

The real festivities will begin Friday, September 21 with the opening of a three day carnival. The carnival will feature many exciting rides and refreshment booths.

Twenty-five Antique Car Clubs have been invited to participate in a parade schedules for Saturday. The week should be the beginning of a Mammoth traditional event!

Mammoth Lakes Sailing Club News

The Mammoth Lakes Sailing Club has had a busy and fun-filled schedule during the month of July. July 9th found the enthusiastic members attending the first "formal" meeting at Shakey's Pizza Parlor. First on the agenda was the election of two new officers to replace two officers whose jobs conflicted with their positions. Elected to the position of vice-commodore was Dick Johnson, while Joan Gottfried was voted in as the new Racing Chairman.

The following Sunday, July 15th, was the first BIG race at June Lake. First place winners were: for the Wildflower division, Sam Walker; for the Mayflower division, Joan Gottfried; and for two combined races between both classes was Jay and Carolyn Cole in the first race and Sam Walker in the second. Because of the great success of the races, it was decided that races would be held every Sunday either at June Lake or another pre-arranged Lake.

The month of August promises to be another exciting month. With more races to prepare for and another general meeting to be held August 6th, the Sailing Club members will have little time to rest.

Anyone wishing to find out more about the club and its activities may write Mammoth Lakes Sailing Club, P.O. Box 8209, Mammoth Lakes, Ca. 93546 or just come to the monthly meetings held the first Monday of every month at Shakey's at 7:30 p.m. Also feel free to come join the fun at June Lake every Sunday afternoon.

Neck and neck two Mayflowers fight it out to the finish.

Sailboat racers ready their boats for the big event!

The sailboat that does everything except cost a lot of money.

Sure she's a sailboat. A real beauty when her sail is filled. But the Mayflower™ also easily converts into a motorboat. A rowboat. A fishing boat. That's a lot of boats for a little money.

You can car-top the Mayflower anywhere there's water (her hull weighs only 90 pounds). And she's tough. Made of Corlite™ material which is actually tougher than fiberglass, the Mayflower is virtually maintenance free. So the only thing you have to do to care for her is to love her.

The Mayflower. $479.

Mammoth Lakes "Yacht" Sales

(714) 934-2126

Have A "Hay" Day In Mammoth

Mammoth Lakes Pack Outfit is offering a fun new adventure for visitors and residents of Mammoth . . . real traditional hay rides! You can now enjoy a horse-drawn hay wagon ride with your family and friends through the Mammoth meadows at the foot of the majestic High Sierras.

The rides are schedules for Tuesday, Thursday and Saturday evenings starting at 7 p.m. Along with the hayride one may enjoy coffee and cocoa around a blazing campfire. The cost per adult is $2.75 and $2.00 for children under 12, although special group rates are also offered. For further information or reservations call (714) 934-2434 or write Mammoth Lakes Pack Outfit, P.O. Box 61, Mammoth Lakes, Ca. 93546. Don't miss out!

FORD
MERCURY
DAILY RENTALS - SALES
LEASING
EASTERN SIERRA MOTORS
OLD MAMMOTH RD.
MAMMOTH LAKES, CA. 93546
(714) 934-6700

MAMMOTH
. . . in the Village
Blind Bogie Fish Contest
A 6" FISH CAN WIN $$$
Call For Details!
Doug Kittredge
SPORT SHOP
OPEN EVERY DAY

Mammoth
HAY RIDES
7 p.m.-Tuesday, Thurday, & Saturday
ALSO
GUIDED HORSEBACK TRIPS
PACK TRIPS
for reservations contact:
MAMMOTH LAKES PACK OUTFIT
934-2434
P.O. BOX 61 MAMMOTH LAKES

New this year at Mammoth are hay rides — a great way to spend an evening!

Fishing Derbies Continue

Each summer the Mammoth Lakes Chamber of Commerce sponsors a fishing derby open to all residents and vistors to Mammoth. The derby runs throughout the fishing season. Plaques are awarded each week for the largest fish in each of two classes. Weekly derbys run from Saturday noon to the following Saturday noon. Fish many be officially weighed and entered at the following locations: Village Sport Shop on Minaret Rd., Lake Mary Store, Wildyrie Store, Kittredge Sport Shop, Filson's Tackle, and Convict Lake Resort Store. For rules and further information on the Derby please contact the Mammoth Lakes Chamber of Commerce (714) 934-2522.

Filson's Tackle Shop also sponsors a weekly fishing derby. This Derby also runs from Saturday noon to Saturday noon. Fish must be weighed in at Filson's Tackle Shop to be eligible for the prizes. Each week a $5.00 gift certificate is awarded to the person who weighs in the largest fish. They also present a trophy at the end of the season for the "biggest of the year." During the summer Filson's is open from 6:00 to 10:00 p.m.

A "Blind Bogie Fishing Contest" is also being offered by Kittredge Sport Shop. Kittredge's is awarding a $10.00 gift certificate every week for a certain size trout. **Not the largest,** but a combination of length and weight determined by their staff of experts. Your trout will be weighed, measured and recorded, and the prizes will be awarded every Sunday afternoon. Example: A 12" trout weighing 16 oz. is 28 on the contest scale (16 oz. + 12" = 28). The person coming closest will win. You may enter one fish per day per person. Pictures and awards will be given to all contestants!

Horseback Trips

Guided horseback trips touring the back country of Mammoth are being offered by the Mammoth Lakes Pack Outfit. Trips may last from one hour to a full day, depending on your destination and the toughness of your derriere.

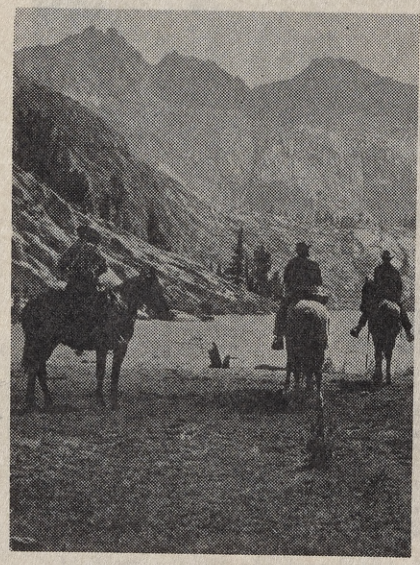
An all day excursion will take you to beautiful Duck Lake with its spectacular views from the 10,850 foot elevation of Duck Pass. Several hours are spent at Duck Lake for fishing, photography, lunch and relaxation.

Half-day pack trips can take you to a number of locations. Arrowhead-Skelton Lakes are reached by following Coldwater Creek through pine forests and lush meadows. The ride to the crest of Mammoth Rim, with its breathtaking views of Crystal Lake, the Mammoth Lake Basin, Crowley Lake, the Minarets, and Mts. Ritter and Banner, is another fantastic half-day trip.

For shorter, two-hour trips, one still has a wide choice of scenic topography. Heart Lake, Emerald Lake, Mammoth Mountain, or T.J. and Barrett Lakes, all two-hour excursions, add to the variety of the pack trips.

The Red Mountain ride, which only takes an hour round-trip, takes you past the Monte Cristo gold mine to a point high on Red Mountain from which you have a view of the Mammoth Crest and the Mammoth Lakes Basin. Another beautiful one-hour ride is the scenic loop trip around the Mammoth Lakes.

The trips range in price from $3.75 to $13.00 and are scheduled either on a daily or weekly basis. For reservations or particulars phone 934-2434.



Horseback tours into the back country allows you to view "another Mammoth."

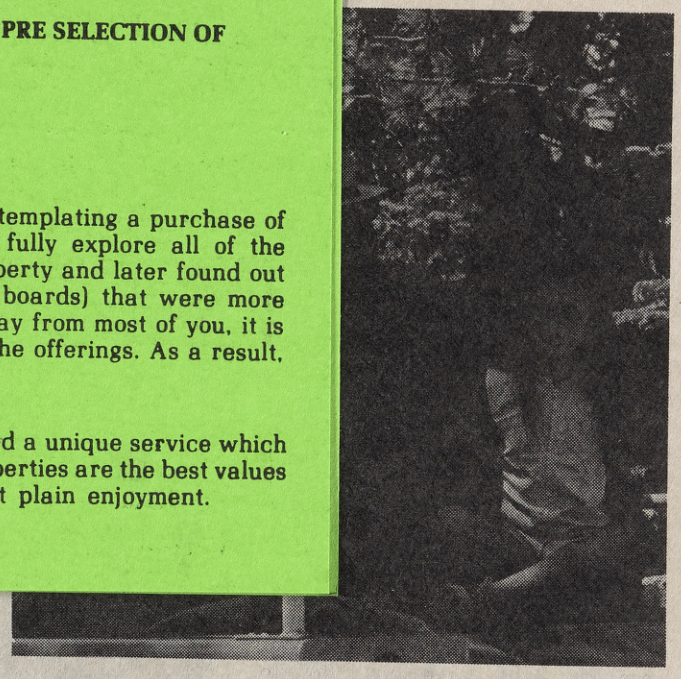
THINKING OF BUYING A CONDOMINIUM OR OTHER PROPERTY IN MAMMOTH?

MAMMOTH LAKES REALTY OFFERS NEW CONCEPT — "PRE SELECTION OF MAMMOTH'S BEST PROPERTIES"

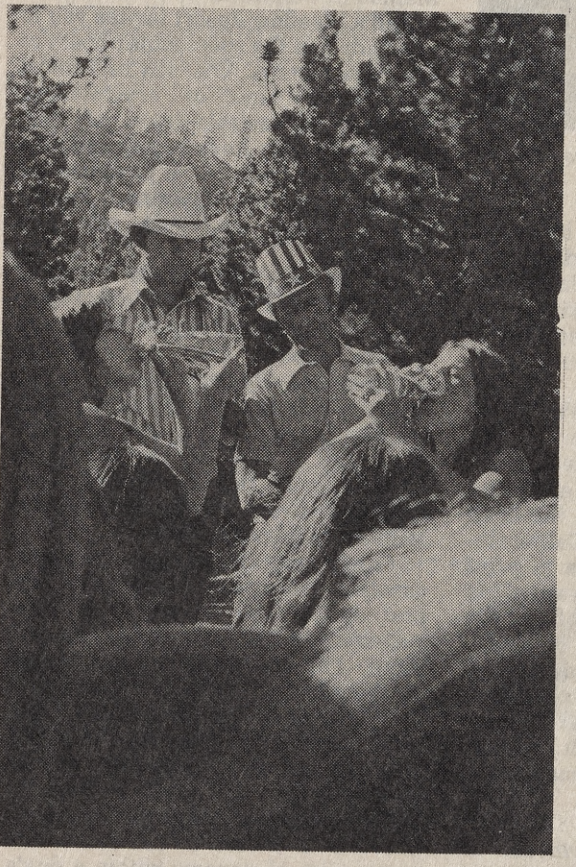
We at Mammoth Lakes Realty realize that many people contemplating a purchase of property in Mammoth Lakes do not have adequate time to fully explore all of the investment opportunities. More than one family has bought property and later found out that other selections were available (or were on the drawing boards) that were more consistent with their needs. Because Mammoth is 300 miles away from most of you, it is sometimes difficult to spend several weekends looking at all of the offerings. As a result, many decisions are made hastily.

With this in mind, we at Mammoth Lakes Realty have developed a unique service which we believe you will like. Our professional staff knows which properties are the best values — not only in terms of appreciation but also in terms of just plain enjoyment.

ash



The local boy scouts led the first annual Mammoth Lakes 4th of July parade.



Smokey the Bear was the big hit of the parade with the kids.

The local pee wee team rode atop Fire Engine #2.

The beer drinking contest attracted a large audience of participants and spectators.

It seemed like the whole town turned out for the 4th of July street dance sponsored by the Mammoth Lodging Association.

Have A "Hay" Da In Mammoth

Mammoth Lakes Pack Out offering a fun new adventur visitors and residents of Mammo real traditional hay rides! You now enjoy a horse-drawn hay w ride with your family and fr through the Mammoth meadov the foot of the majestic High Sie

The rides are schedule Tuesday, Thursday and Satu evenings starting at 7 p.m. Along the hayride one may enjoy coffe cocoa around a blazing campfire cost per adult is $2.75 and $2.0 children under 12, although sp group rates are also offered. further information or reserva call (714) 934-2434 or write Mam Lakes Pack Outfit, P.O. Box Mammoth Lakes, Ca. 93546. miss out!

With representatives based in both Mammoth Lakes and Southern California, Mammoth Lakes Realty is in a position to assist you in the pre-selection of property during one of our Southern California Seminars or in the convenience of your home or office. Our staff will review with you those properties which could best fit your needs. A slide presentation has been developed. making it easier to visualiize those properties that are of most interest to you. As a result you can make some preliminary decisions. Then when you fly or drive to Mammoth your time will be more efficiently spent by concentrating on properties that will best fit your individual needs.

This program is new — we believe that it provides a personalized service which is somewhat unique and needed in the real estate business.

We hope that you will fill out the attached card so that we may start serving you and gain the reputation we want to achieve as Mammoth's **"EXTRA EFFORT"** Realtors.

Sincerely,

Gordon S. Judd

Gordon S. Judd, Broker
Mammoth Lakes Realty

In L.A. — 8405 Pershing Dr., Suite 400, Playa Del Rey, Ca. 90291 — (213) 823-8073
In Mammoth — P.O. Box 458, Mammoth Lakes, Ca. 93546 — (714) 934-8591

FORD MERCURY
DAILY RENTALS - SALES LEASING
EASTERN SIERRA MOTORS
OLD MAMMOTH RD.
MAMMOTH LAKES, CA. 93546
(714) 934-6700

MAMMOTH
. . . in the Village
Blind Bogie Fish Contest
A 6" FISH CAN WIN $$$
Call For Details!
Doug Kittredge
SPORT SHOP
OPEN EVERY DAY

Mammoth
HAY RIDES

7 p.m.-Tuesday, Thurday, & Saturday
ALSO
GUIDED HORSEBACK TRIPS
PACK TRIPS
for reservations contact:
MAMMOTH LAKES PACK OUTFIT
934-2434
P.O. BOX 61 MAMMOTH LAKES

throughout the fishing season. Plaques are awarded each week for the largest fish in each of two classes. Weekly derbys run from Saturday noon to the following Saturday noon. Fish many be officially weighed and entered at the following locations: Village Sport Shop on Minaret Rd., Lake Mary Store, Wildyrie Store, Kittredge Sport Shop, Filson's Tackle, and Convict Lake Resort Store. For rules and further information on the Derby please contact the Mammoth Lakes Chamber of Commerce (714) 934-2522.

Filson's Tackle Shop also sponsors a weekly fishing derby. This Derby also runs from Saturday noon to Saturday noon. Fish must be weighed in at Filson's Tackle Shop to be eligible for the prizes. Each week a $5.00 gift certificate is awarded to the person who weighs in the largest fish. They also present a trophy at the end of the season for the "biggest of the year." During the summer Filson's is open from 6:00 to 10:00 p.m.

A "Blind Bogie Fishing Contest" is also being offered by Kittredge Sport Shop. Kittredge's is awarding a $10.00 gift certificate every week for a certain size trout. **Not the largest,** but a combination of length and weight determined by their staff of experts. Your trout will be weighed, measured and recorded, and the prizes will be awarded every Sunday afternoon. Example: A 12" trout weighing 16 oz. is 28 on the contest scale (16 oz. + 12" = 28). The person coming closest will win. You may enter one fish per day per person. Pictures and awards will be given to all contestants!

For shorter, two-hour trips, one still has a wide choice of scenic topography. Heart Lake, Emerald Lake, Mammoth Mountain, or T.J. and Barrett Lakes, all two-hour excursions, add to the variety of the pack trips.

The Red Mountain ride, which only takes an hour round-trip, takes you past the Monte Cristo gold mine to a point high on Red Mountain from which you have a view of the Mammoth Crest and the Mammoth Lakes Basin. Another beautiful one-hour ride is the scenic loop trip around the Mammoth Lakes.

The trips range in price from $3.75 to $13.00 and are scheduled either on a daily or weekly basis. For reservations or particulars phone 934-2434.

Horseback tours into the back country allows you to view "another Mammoth."

☐ I am interested in receiving information on selected condominium projects which will be ready for occupancy this year.

☐ I would enjoy having a chance to view some slides of selected projects, please call me for an appointment for an in-home or office presentation that will help me preselect a unit to suit my needs.

☐ I am more interested in:

- ☐ Commercial investment property
- ☐ A lot for building or investment
- ☐ A resale condominium or house with furniture and accessories so I can turn the key and start enjoying Mammoth.

☐ Please invite me to a seminar so I can see a slide presentation and learn more about what's happening in Mammoth.

☐ I have some property in Mammoth. I would like to list with an "Extra Effort" realtor, please contact me to discuss a listing.

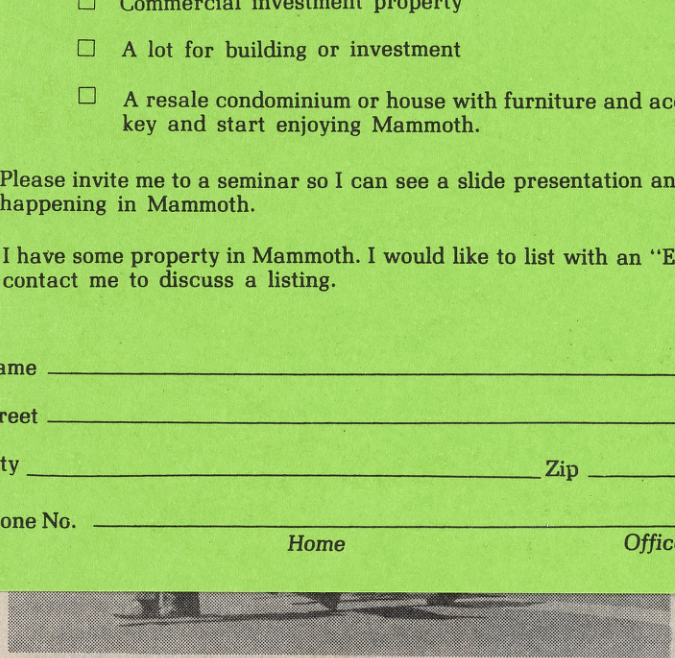
Name _____

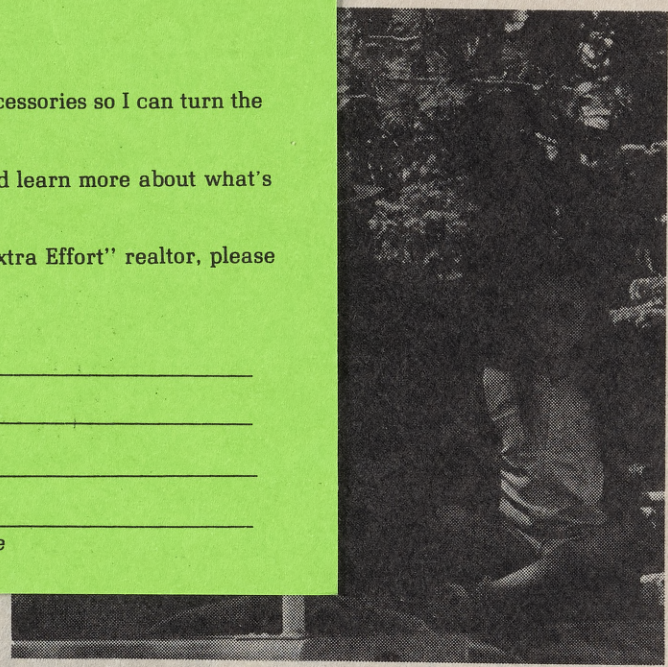
Street _____

City _____ Zip _____

Phone No. _____
Home *Office*

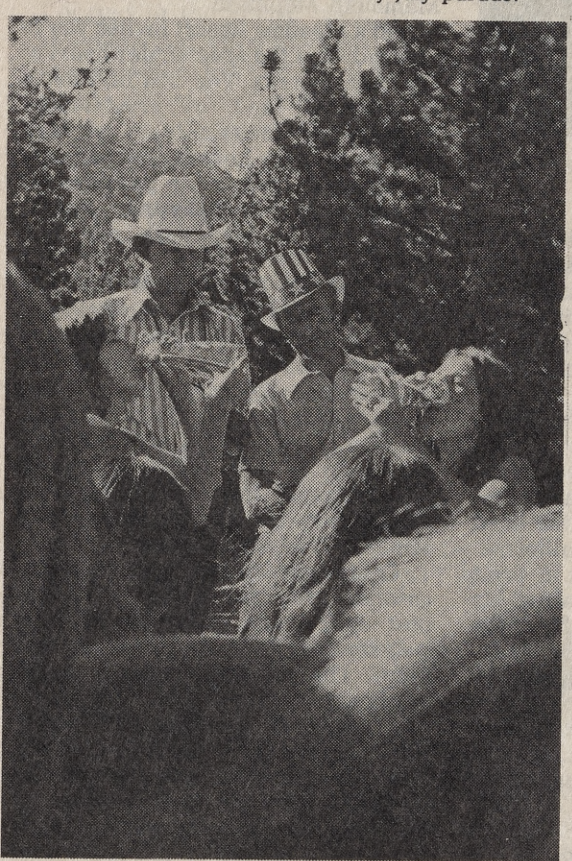
ash





The local boy scouts led the first annual Mammoth Lakes 4th of July parade.

Smokey the Bear was the big hit of the parade with the kids.



The local pee wee team rode atop Fire Engine #2.

The beer drinking contest attracted a large audience of participants and spectators.

It seemed like the whole town turned out for the 4th of July street dance sponsored by the Mammoth Lodging Association.

Have A "Hay" D
In Mammoth

Mammoth Lakes Pack Ou
offering a fun new adventur
visitors and residents of Mammc
real traditional hay rides! Yo
now enjoy a horse-drawn hay
ride with your family and f
through the Mammoth meado
the foot of the majestic High Si

The rides are schedule
Tuesday, Thursday and Sat
evenings starting at 7 p.m. Alon
the hayride one may enjoy coffe
cocoa around a blazing campfir
cost per adult is $2.75 and $2.
children under 12, although s
group rates are also offered
further information or reserv
call (714) 934-2434 or write Man
Lakes Pack Outfit, P.O. Bo
Mammoth Lakes, Ca. 93546.
miss out!

FIRST CLASS

PERMIT NO. 548

VENICE, CA.

BUSINESS REPLY MAIL

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY

Mammoth Lakes Realty

8405 Pershing Dr. Suite 400

Playa Del Rey

California 90291

FORD MERCURY

DAILY RENTALS - SALES LEASING

EASTERN SIERRA MOTORS

OLD MAMMOTH RD.
MAMMOTH LAKES, CA. 93546
(714) 934-6700

MAMMOTH
. . . in the Village

Blind Bogie Fish Contest
A 6" FISH CAN WIN $$$
Call For Details!

Doug Kittredge
SPORT SHOP
OPEN EVERY DAY

Mammoth
HAY RIDES

7 p.m.-Tuesday, Thurday, & Saturday
ALSO
GUIDED HORSEBACK TRIPS
PACK TRIPS
for reservations contact:
MAMMOTH LAKES PACK OUTFIT
934-2434
P.O. BOX 61 MAMMOTH LAKES

throughout the fishing season. Plaques are awarded each week for the largest fish in each of two classes. Weekly derbys run from Saturday noon to the following Saturday noon. Fish many be officially weighed and entered at the following locations: Village Sport Shop on Minaret Rd., Lake Mary Store, Wildyrie Store, Kittredge Sport Shop, Filson's Tackle, and Convict Lake Resort Store. For rules and further information on the Derby please contact the Mammoth Lakes Chamber of Commerce (714) 934-2522.

Filson's Tackle Shop also sponsors a weekly fishing derby. This Derby also runs from Saturday noon to Saturday noon. Fish must be weighed in at Filson's Tackle Shop to be eligible for the prizes. Each week a $5.00 gift certificate is awarded to the person who weighs in the largest fish. They also present a trophy at the end of the season for the "biggest of the year." During the summer Filson's is open from 6:00 to 10:00 p.m.

A "Blind Bogie Fishing Contest" is also being offered by Kittredge Sport Shop. Kittredge's is awarding a $10.00 gift certificate every week for a certain size trout. **Not the largest,** but a combination of length and weight determined by their staff of experts. Your trout will be weighed, measured and recorded, and the prizes will be awarded every Sunday afternoon. Example: A 12" trout weighing 16 oz. is 28 on the contest scale (16 oz. + 12" = 28). The person coming closest will win. You may enter one fish per day per person. Pictures and awards will be given to all contestants!

For shorter, two-hour trips, one still has a wide choice of scenic topography. Heart Lake, Emerald Lake, Mammoth Mountain, or T.J. and Barrett Lakes, all two-hour excursions, add to the variety of the pack trips.

The Red Mountain ride, which only takes an hour round-trip, takes you past the Monte Cristo gold mine to a point high on Red Mountain from which you have a view of the Mammoth Crest and the Mammoth Lakes Basin. Another beautiful one-hour ride is the scenic loop trip around the Mammoth Lakes.

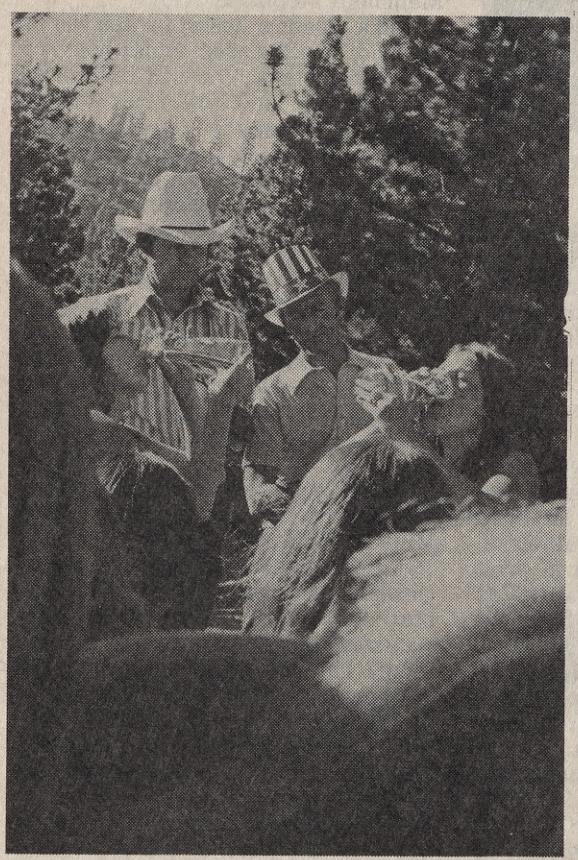
The trips range in price from $3.75 to $13.00 and are scheduled either on a daily or weekly basis. For reservations or particulars phone 934-2434.

Horseback tours into the back country allows you to view "another Mammoth."

Fourth Of July Festivities A Smash

The local boy scouts led the first annual Mammoth Lakes 4th of July parade.

Smokey the Bear was the big hit of the parade with the kids.



The beer drinking contest attracted a large audience of participants and spectators.

The local pee wee team rode atop Fire Engine #2.

It seemed like the whole town turned out for the 4th of July street dance sponsored by the Mammoth Lodging Association.

THINGS TO DO

BODIE STATE PARK — 25 miles N.E. of Mammoth

Bodie is a ghost town as real as can be, for ghosts are known to prefer silence and avoid the bright lights of places like Virginia City.

The historic gold mining camp is an example of the "preservation" approach to history, as opposed the the "restoration" approach used at Virginia City.

The only residents of Bodie are California park rangers and their families. There are no stores and no services, but two roads provide access for motor vehicles during the snow-free months. You can find the road seven miles east of U.S. 395 on SR 167 north of Mono Lake.

Gold was discovered in the area in 1859 by W.S. Bodey, who gave his name to the town. Later events, which cast the town of Bodie in an unsavory light, gave birth to the legend of the "Bad Man From Bodie" who is today a symbol of Mono County.

Although the gold mining economy peaked in the late 19th century, it lasted into the early years of the 20th when some disastrous fires delivered the coupe de grace. The Bodie and Benton Railway, born in 1881 and destined never to reach Benton, was sold for scrap in 1918.

EASTERN ENTRANCE TO YOSEMITE — 35 miles north of Mammoth

The only eastern entrance to Yosemite National Park, one of the showcases of the National Park system, is located on SR 120, 12 miles west of Lee Vining, at 9,941 foot Tioga Pass. In a day you can take a picnic to the Alpine meadowlands of the upper park, or drive down into Yosemite Valley — one of the most photographed areas in California.

JUNE LAKE LOOP — 16 miles north of Mammoth

In a single day you can tour an entire Alpine wonderland just a few miles from Mammoth and be back for dinner. Drive south on US 395 to either the north or south junction with SR 158, and into the June Lake Loop. Enjoy fishing on June, Gull, Silver or Grant Lakes, water skiing, hiking in the nearby mountains, or riding with a pack train. During the winter, the area is a center for Alpine skiing, and ski-touring, as well as other winter sports, including ice skating and snowmobiling.

FRANK'S MINI MARKET
LIQUOR
GROCERIES AND DELICATESSEN
HEALTH AND BEAUTY AIDS
Corner State Hwy. 203
And Minaret Rd.

Rainbow Falls, a short hike from Red's Meadow, is well worth seeing.

MONO LAKE AND TUFA TOWERS — 40 miles north of Mammoth

A high-elevation dead sea, Mono Lake is 87 square miles in area and 156 feet at its deepest point, the third largest natural lake within California. One of its earliest mentions in print was an account by Mark Twain of his perilous trip in a rowboat from the islands (Paoha and Negrit) to shore.

The tufa towers, oddly-shaped gray rocks along the north and south shore are formed in the salty lake water through fresh water from springs acting on lime deposits of small algae plants.

MONO CRATERS

Mono Craters, northeast of Mammoth, are a chain of volcanic mountains. When they began to form during the ice age, this basin was covered by ancient Lake Russell. Mono Lake is a remnant of Lake Russell. State Rt. 120 takes one to the base of the craters. The area abounds in crater products — obsidian and pumice, the latter marketed commercially through a plant in Lee Vining.

CONVICT LAKE

Convict Lake has long been one of the most popular places in California's Eastern High Sierras. And, of course, there is a reason. Trout fishermen usually have good results on Convict Lake — either from shore or by trolling or still-fishing from boats. Some of the trout are extremely big too — as large as 20 pounds, a real trophy.

The scenery is also outstanding. The rugged peaks of the Sierras jut their way to the skies, above the cool, clear waters of Convict Lake — providing a wonderful setting for photo-taking, painting or "just plain looking and enjoying." It is hard to imagine more scenic grandeur than at Convict Lake.

RED'S MEADOW — 4 miles N.W. of Mammoth Mountain

Red's Meadow Resort invites you to a paradise in the spectacular heart of the High Sierras. You will find Red's Meadow a land of crystal-clear streams and emerald lakes, of vast, unspoiled virgin forests, touched only by mountain trails . . . a paradise for the photographer, fisherman, hunter and for those who seek rest and solitude.

The Devil's Postpile National Monument and the majestic Rainbow Falls on the San Joaquin River are nearby. Boats are available on picturesque Sotcher Lake. Soa Springs, Hot Springs, Minaret Falls, the San Joaquin River, and the Muir Trail are a few of the enjoyable attractions of this fascinating area located between the John Muir and Minaret Wilderness area.

Cabins, restaurant, soda fountain, gasoline, groceries, fishing tackle and post office are available at the well-stocked Red's Meadow General Store. The resort is located at the comfortable elevation of 7,500 feet.

Horseback excursions and pack trips planned for your individualized interests and time to any area may be arranged from the pack stations at Red's Meadow and Agnew Meadows. There is in excess of 100 lakes and many miles of streams within a day's ride. Many fascinating loop trips are available from either pack station and may conclude at the other at no additional charge.

Buy Mammoth.

Mammoth is yours at San Moritz Villas and Lodge. Tall pines and natural topography enhance the Bavarian architecture of the lodge and surrounding condo villas.

Lodge accomodations include spare rooms for guests, a roaring fireside for intimate gatherings, jacuzzi, heated pool, sauna and a meeting hall for convention activities.

Located in the village close to shopping and entertainment, San Moritz Villas provide close proximity to the slopes and airport by means of the homeowners' 12 passenger Schuss Bus.

Management of the San Moritz Villa Association encourages owners to lease their villas during times of non-use to conventions and seminars utilizing the main lodge.

An affordable investment for those who love skiing, snow and superb year-round activities in the high Sierras, San Moritz offers **90% 30-year financing** on 2 or 3 bedroom villas from $33,900 to $36,900.

Main lodge studio units from $17,900 to $22,900.

Multiple family purchase plans are now lender approved.

We invite you to make an appointment to fly to Mammoth Lakes to view San Moritz Villas.

Call or write:

Marketing Director
Lourena Strozensky
The Goodwin Co.
2700 North Main St.
Santa Ana, Ca. 92702
(714) 541-5155

San Moritz Villas & Lodge

FOREST SERVICE SPEAKS

Ed Hoff talks about fly fishing and "How to avoid getting skunked" to some hopeful fishermen during his Fly Fishing Special at the Visitors' Center.

FOREST SERVICE VISITOR PROGRAMS

The Mammoth Ranger District has planned a full summer of programs and presentations for visitors to the Mammoth area. A "daily special" in the form of a demonstration, talk, or walk will be offered at the Visitor's Center every day. The topic and meeting place are posted at the Visitor's Center and they take place each day at 10:30 a.m. and 2:30 p.m. except for Friday which only has a 10:30 program. These programs last approximately ½ hour.

Every day except Thursday there is a guided tour to the Mammoth Indian Cave. This tour lasts 1½ hours and you must make reservations at the Visitor's Center.

Sunday, Monday and Wednesday at 2:00 p.m. and Friday at 10:00 a.m. they have the Naturalists Choice which is a special tour with the topic chosen by the guide. The topic and the meeting place are posted at the Visitor Center and this lasts approximately 1½ to 2 hours.

Each day except Monday and Tuesday there is a tour of the Fish Hatchery and Hot Creek at 2:00 p.m. This lasts 1½ hours and reservations are needed.

At 2:00 p.m. Sunday and Friday there is the Mammoth Historical Talk. This takes place at the Old Mammoth Memorial which is located ¼ mile east on the dirt road from the Mammoth Lakes Highway just above Twin Lakes entrance.

Monday, Wednesday, Friday and Saturday you can ride the gondola to the summit of Mammoth Mt. There you will meet a naturalist, and study man and geology in the High Sierra. This lasts about an hour and there is a fee for the gondola ride.

Tuesday and Saturday at 2:00 p.m. you can visit the Inyo Craters.. After a 10-mile drive you hike with a naturalist through the forest to the edge of the two massive craters.

Sunday at 10:00 a.m. and Friday at 2:00 p.m. you can attend the Sierra Geology Talk. This is held next to the Convict Lake amphitheater and the subject matter deals with glaciers, volcanoes and how Convict Lake got its name.

The youngsters can have a great time as junior rangers Thursday and Saturdays at 10:00 a.m. They should bring lunch, a jacket, sturdy shoes, mosquito repellent, and the parents must be there to register their children.

Every evening at 8:30 there is a program at the Mammoth Amphitheater and each Tuesday and Saturday at 8:30 there is a program at the Pumice Flat Amphitheater. Wednesday and Saturday evenings at 8:30 the program takes place at the Convict Lake Amphitheater. Besides these tours and programs, one can take advantage of the many self-guided trails such as the earthquake fault and other points of interest such as the Devils Postpile in Reds Meadow and Rainbow Falls, only a half-hour walk from the Reds Meadow Campground.

These programs have been set up not only for the visitor to the area, but the local residents are urged to participate and learn more about the area they live in.

Nick Hudson, U.S.F.S. fire crewman, talks about fire safety and fire fighting to a group of Anne Jordan's Junior Rangers at the Visitors' Center.

CAMPGROUND IMPROVEMENT PROJECTS

Campground improvement projects scheduled for Convict Lake and the Reds Meadow area will probably be delayed for one summer, according to Dick Warren of the U.S. Forest Service.

Improvements for Convict include flush toilets, water supply and sewer lines. Improvements in Reds include both chemical recirculating toilets and flush toilets, water systems and sewer lines.

The contracts for these jobs will be readvertised in August with bid openings scheduled for mid September. While there is a slim chance that some work may be done this fall, it is more likely that construction will begin next spring according to Warren.

In the meantime, work on the new flush toilets in the Mammoth Basin campgrounds is expected to begin about August 1. Alternative sanitary facilities will be provided during construction. No campgrounds are scheduled to be closed while the new toilets are being constructed.

FROM THE MOUNTAIN

The new 100,000 sq.ft. "warming hut" at the base of chairs 7 and 8 is slated for completion this fall.

WHAT'S NEW ON THE SLOPES

The usual summer tasks of slope grooming and conservation are in full swing. Now utilizing 50% of runoff water for irrigation of grass and wild flowers, the lifts is preventing soil errosion. This year there will be new runs provided for skiers of all levels on last year's new Chairs #11, 12, 13, and 14.

MAMMOTH
. . . in the Village
SAVE $$$
DAILY PRICE SPECIAL
NEW EACH DAY
Doug Kittredge
SPORT SHOP
OPEN EVERY DAY

OUR NEW BUILDING

Ground was finally broken for the new 100,000 sq. ft. base lodge at chairs 7 and 8 this spring. If all goes well it should be in use during the 1973-74 ski season. The building will provide the following services: Cafeteria and Lunchroom (open for breakfast and lunch daily), Sport Shop, Rental and Repair Shops, Ski School, Ticket Sales, Ski Patrol, Restroom facilities and Lockers.

A number of problems are expected the first few seasons as the new building area is not ready for large crowds. Parking will be inadequate until the present facilities can be enlarged. It is hoped that if owners close to the lifts walk to the Chair 7 area and others arrange to be dropped at the door, the problem may be eased a little.

Another problem will stem from the increased number of skiers expected at the only two chairs near the new building - #7 and #8. Further lifts are planned, but, like the parking facilities, have not yet been approved.

Plans for complete banquet and convention facilties for any size group are also included in the new building. These plans include separate meeting rooms, projection room, plus the availability of a variety of meals. Lodging and dining spots are withing walking distance.

MAMMOTH MOUNTAIN
SKI AREA

Scenic Gondola Rides
Cafeteria
Sport Shop
OPEN DAILY 9 to 4

LODGING & RENTALS

Mammoth Tavern & Hotel
LODGING, COCKTAILS & ENTERTAINMENT
Special Mid-Week Rates
P.O. Box 106
Mammoth Lakes 93546
(714) 934-2561

WHITE STAG INN
the place to stay in
Mammoth
P.O. Box 45
(714) 934-2746

Chateau de Montagne
714/934-6100
Luxury 1, 2, 3 & 4 Bedroom Chalet Rentals
P.O. BOX 947 - MAMMOTH LAKES, 93546
A CHATEAU RESERVATION SERVICE

WILD WOOD INN
in the Village
P.O. Box 568 • State Hwy. 203
MAMMOTH LAKES, CALIF. 93546
(714) 934-6855
(800) 528-1234

MAKE
SEASONS 4 • DISCOVERY 4 • HORIZONS 4
OR MAMMOTH POINT
YOUR "BASE" CAMP THIS SUMMER
SAUNAS • JACUZZIS • GAME ROOMS
SWIMMING POOLS • TENNIS COURT
call or write
MAMMOTH CONDOMINIUM RENTALS
P.O. BOX 15 MAMMOTH LAKES, 93546
(714) 934-2460 or (213) 822-1002

INTERNATIONAL INN — A family resort featuring heated swimming pool, sauna, Jacuzzi, color T.V., and phones in all rooms. Every room has a private bath and two queen-sized beds. Efficiency rooms available with refrigerators. Reservations: (714) 934-2544 or write International Inn, P.O. Box 1098, Mammoth Lakes, Ca. 93546.

MAMMOTH TAVERN — Centrally located on the corner of Old Mammoth Rd. and Highway 203. Mammoth Tavern offers lodge rooms as well as dormitory facilities. The after ski bar features live entertainment throughout the season. The Tavern caters to ski clubs and groups. For reservations call (714) 934-2561 or write P.O. Box 23MP, Mammoth Lakes, CA. 93546.

MINARET LODGE — Located on the road to the lifts. Motel rooms and housekeeping units. Walk to restaurants and shops. T.V. and in-room coffee, guest boating. Reservations: (714) 934-2416 or write P.O. Box 23MP, Mammoth Lakes, Ca. 93546.

RED'S MEADOW RESORT — Modern "A" frame cabins with gas ranges, refrigerators, butane heating, hot and cold water and large modern bathrooms with shower. Also for the true outdoorsman – rustic cabins. These cabins are equipped with wood-burning stoves (wood provided), cold water, and utilize community toilet and shower facilities. Located in the beautiful Red's Meadow. Horses, boats, fishing, hiking are at your door. American plan available. Call (714) 934-2345 or write to Red's Meadow Resort, Mammoth Lakes, CA. 93546.

WHITE STAG INN — Located on the corner of Highway 203 and Minaret Rd. The White Stag has private rooms with baths. Lounge with fireplace, sauna, game room with pool table. Special summer rates. For reservations phone (714) 934-2746 or write P.O. Box 568, Mammoth Lakes, CA. 93546.

BEST WESTERN—WILD WOOD INN — Has NO dorms, NO kitchen units, NO special packages! The Best Western-Wild Wood Inn DOES have beautifully appointed accommodations — color T.V., direct dial phones, FM Music, queen beds, Sierra views — featured in all deluxe units. For our guest comfort and relaxation — swimming pool, Jacuzzi hot pool, sauna. Fine dining astroll away. Airport courtesy transportation. Toll free resevations ... (800) 528-1234 or write P.O. Box 568, Mammoth Lakes, Ca. 93546. Sorry, no pets.

CHATEAU RESERVATIONS — Afiliated with Chateau de Montagne. Three and four bedroom condominium chalets. Completely furnished. Fireplaces and sundecks. Facilities include Jacuzzi, heated swimming pool, suana, recreation room. Thirty new four bedroom units have just been added to the complex. These units feature an indoor swimming pool. Reservations: (714) 934-6100, Chateau Reservations, P.O. Box 947, Mammoth Lakes, CA. 93546.

LEISURE RESERVATIONS — Accommodations from 2 to 200 are available for the day, week, month or year. Amoung the condominium projects handled by Leisure Reservations are Chateau Blanc, La Residence, Sierra Manors, Lakeview Villas, and Woodstock. These units are completely funished with swimming pools, sun decks, Jacuzzis, and saunas. Leisure Reservations is located next door to the Shell Station. Vacationers may write Leisure Reservations, P.O. Box 1038, Mammoth Lakes, Ca. 93546. For more information call (714) 934-2311.

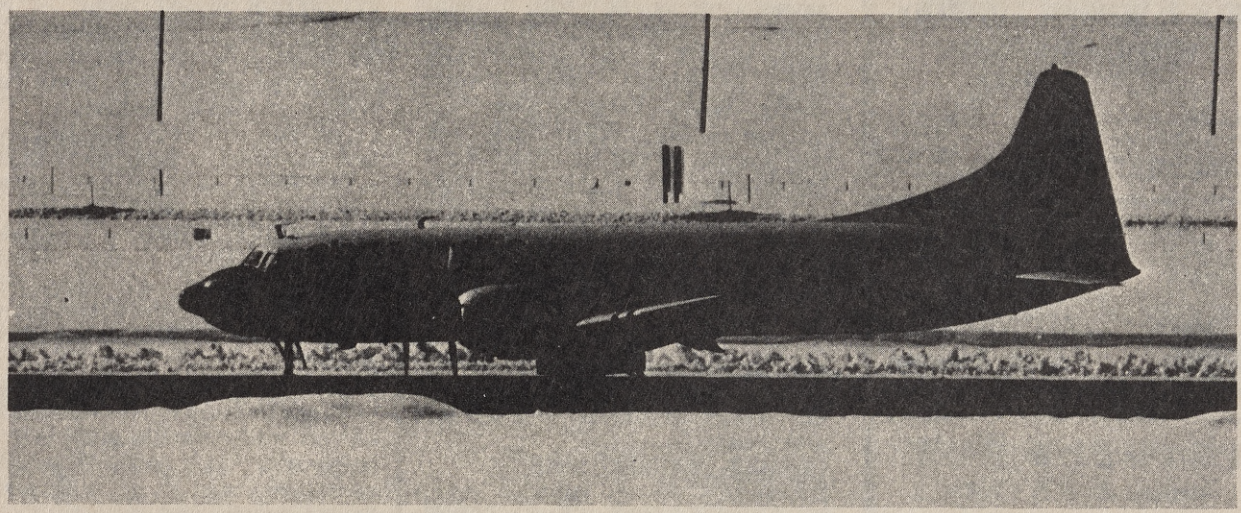
MAMMOTH CONDOMINIUM RENTALS — Offers one, two, three and four bedroom condominiums in various locations throughout Mammoth. Facilities include saunas, Jacuzzis, swimming pools, tennis court and game rooms. Condominium Rentals include Seasons 4, Discovery 4, Horizons 4, and Mammoth Point. For reservations call (714) 934-2460 or (213) 822-1002 or write P.O. Box 15, Mammoth Lakes, Ca. 93546.

LOW RATES
MOTEL . . . EFFICIENCY
HOUSEKEEPING UNITS
MINARET LODGE
(714) 934-2416
P.O. BOX 23M, MAMMOTH LAKES, 93546

RED'S MEADOW
"THE COMPLETE HIGH SIERRA RESORT"
CABINS • BOATS • HORSES
MULE HOUSE CAFE • GENERAL STORE
CAMPFIRES • HIKING • TROUTFISHING • PACKTRIPS
(714) 934-2345
Red's Meadow Resort & Pack Station, Mammoth Lakes 93546

The International Inn
"welcome to Mammoth"
(714) 934-2544
swimming pool • hot spa • sauna • color TV • in room phones • efficiencies

sierra pacific's COMFORT CONVAIR



NON-STOP FLIGHTS TO MAMMOTH FROM HOLLYWOOD/BURBANK

FOR RESERVATIONS CALL:

BURBANK	(213) 843-5533
LOS ANGELES & ORANGE COUNTY	(213) 849-7791
MAMMOTH LAKES	(714) 935-4438

OR SEE YOUR LOCAL TRAVEL AGENT

FLY TO MAMMOTH FOR ONLY $20.00* plus fed. tax — each way

*Come to Mammoth any day except Friday or leave any day except Sunday. Return reservation required. Regular fare $25 plus $2 fed. tax.

sierra pacific airlines

WE WANT YOU TO SEE ALL OF THE SIERRAS

SHOPPING GUIDE

ABLE BLUE PRINTING — Division of Miller Engineering. Provides local blue printing services to the building community. Hours 7:30 a.m. to 4:30 p.m.

BARGAIN BOUTIQUE — Mammoth's newest clothing store with a unique feature — name-brand ladies fashions at 1/2 price! Carries latest styles in dresses, pants, blouses, shorts, skirts, bathing suits, etc. Located in the Sherwin Plaza Shopping Center on Old Mammoth Rd.

DESIGN BOLD — Not only does this store have furniture for any room in the house from contemporary to rustic, but also a unique collection of lamps and other decorating accessories.

E. & G. RUMMEL, LTD. — Carries clothing and shoes for all members of the family from the toddler on up. Also carries name brand men and women's underwear.

FILSON'S TACKLE SHOP — A fisherman's dream; supplies everything but the trout. Enter Filson's Fishing Derby — catch the biggest fish of the week and win a $5.00 gift certificate

FRANK'S HARDWARE AND PLUMBING — The perfect store for all the Mammoth's novice to expertise carpenters. Find every kind of tool and excessories needed for all kinds of building projects.

GRAPHIC CONCLUSION — Once you walk in it's hard to leave. It's a pleasant place to browse through books, records, hanging pots, greeting cards, posters, plus other assorted decorator items.

KITTLE PRINTING & STATIONERY — Does both instant printing and brochures. Complete stationery store - greeting cards, stationery, office supplies and art supplies. Located in the Corner Shopping Center.

KITTREDGE SPORT SHOP — Now your summer fun headquarters! Complete hiking, backpacking, and fishing centers featuring Kelty, North Face, Pendleton, Bass, Richmoor Trail Foods, Fenwick Rods, Mitchell Reels, and best of all — daily specials in all areas! Also men's and ladies' sportswear plus many rental services.

LAKE MARY STORE — Located on scenic Lake Mary on the Coldwater Campground turn off. Store offers sporting goods for the fisherman and camper, boat rentals, gasoline, and groceries.

LAKES DISTRICT MERCANTILE CO. — Ready to equip you for summer fun. Carries many models of bicycles to buy or will repair yours. Plus all the accessory items to go with hiking, fishing, tennis, and jogging.

MAMMOTH MOUNTAIN SPORT SHOP — Has fine quality wearing apparel and equipment for any sport under the sun. Keeps you ready for all those summer activities including tennis, bicycling, hiking, water skiing, etc.

MEDICAL ARTS PHARMACY — Mammoth's only drug store. Offers wide selections of drug items and cosmetics. Also has many gift items, greeting cards, gift wrap, stationery supplies, 8-track tapes,, and some general grocery items. Fast photo finishing.

BARGAIN BOUTIQUE
YOU WON'T BELIEVE THE PRICES!!
Name Brand Ladies Wearing Apparel at 1/2 Price !!
Located in the Sherwin Plaza Shopping Center next to the Drapery Shop

ABLE BLUEPRINT COMPANY
all blueprinting services
7:30 - 4:30
#4 Snow Pines Apartments
on Highway 203 behind Comstock Lode
P.O. Box 818, Mammoth Lakes, 93546
(714) 934-6579

Medical Arts
PHARMACY
MAMMOTH LAKES, CALIFORNIA
ON MINARET ROAD TO SKI LIFT
PHONE: (714) 934-2711
PHOTO FINISHING

PEG'S POW WOW
Indian Arts & Crafts
Turquoise Jewelry
Room 6 • Milovich Building
Corner Old Mammoth Rd. & Hwy. 203

Frank's Plumbing & Hardware
934-2382
PPG Paints—Olympic Stains
Builders Hardware—Summer & Winter Supplies.
Laurel Mountain Rd.—Next to Laundromat

MAMMOTH
. . . in the Village
FREE BOOK
HOW TO FISH
WE WANT TO HELP
Doug Kittredge
SPORT SHOP
OPEN EVERY DAY

LAKE MARY STORE
Market & Cafe
Sporting Goods,
Boat Rentals, Gasoline
Cafe Features:
Homemade cooking, pastries & pies
Located on Lake Mary
off of Coldwater Campground turn-off
(714) 934-2430

LODGEOWNERS: NOW IS THE TIME TO PREPARE YOUR WINTER BROCHURES.
SEE OUR SELECTION OF PAPERS IN FRESH NEW COLORS.
Kittle Printing
Printers - Stationers
MAMMOTH LAKES
934-6718

(714) 934-2290
FILSON'S TACKLE SHOP
FISHING & CAMPING SUPPLIES
open all year
Next to the Standard Station
P. O. BOX 962 MAMMOTH LAKES, CALIF.

PUMICE MOUNTAIN COMPANY, INC.
Specializing in Custom Furniture
interior decor, unique gifts, collectables, quilts
NANCY PIERCE (714) 934-6628 BILL PERRY
on hwy 203 - next to the Arlberg Chalet

PEG'S POW WOW — Reasonably prices and beautifully styled silver and turquoise jewelry will keep you enthralled at Peg's, along with moccasins, candles, hats, and other assorted gift items.

PUMICE MOUNTAIN — One of Mammoth's most skilled craftsmen in furniture design delights the imagination with his styles and selection of furnishing and other room decorating accessories. Also makes furniture to your own personal specifications.

RED'S MEADOW GENERAL STORE — For all of your fishing and backpacking supplies. Also carries grocery items and souveniers. Take a look at the photography collection of Carl "Peanuts" McCoy. You are invited to come and browse.

JOSEPH REEVE'S, INC. — The only antique store in Mammoth carrying a unique collection of lamps, tables, desks, chests, chairs, beds, plus many other superb pieces.

SILVER CLOUD GALLERY — In August, the Silver Cloud will open a new arts and crafts co-op. The shop will continue to feature Indian jewelry and custom silversmithing as in the past. In addition, other arts and crafts will be on display and for sale by their designers. The new gallery will include wood carving, figurines and totem poles, weavings and wall hangings, ceramics, and photography of the Sierras.

SPELLBINDER BOOKSTORE — Contains books of every nature from best sellers to the most unusual. A welcome addition to Mammoth's literary circle.

VILLAGE SPORTS — Sports a huge selection of clothing for year-round activities for both men and women. If you forgot it or don't have it, visit Village Sports.

HAVE FUN AT MAMMOTH
Let Us Outfit You

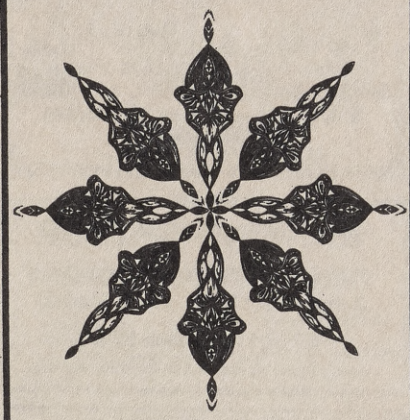
SPORTSWEAR for the entire family — Levis, Hang Ten, Jack Winter, White Stag, Kennington, Lady Arrow and lots more

LEISURE & SPORTS SHOES — Adidas, Keds, Dunham Waffle stompers & Truckers

HIKING BOOTS — Henke Hochland

and a wide range of
FISHING, CAMPING & BACKPACK GEAR
Alpine Designs Jackets & Bags
Mountain House Trail Food

Village Sports
TWO LOCATIONS
Pine Tree Plaza in the heart of Mammoth | Minaret Road across from the pharmacy



SPELLBINDER BOOK SHOP

11am - 7pm
closed Sundays

in the Pine Tree Plaza
on Highway 203

A Complete Bookshop

VILLAGE CENTER

Joseph Reeves, Inc.
unique antiques & collectables

MAMMOTH'S MOST COMPLETE SHOPPING MALL

SILVER CLOUD GALLERY
Indian Jewelry
Custom Silversmithing
Ceramics • Photography
Wood Carving • Weaving

GRAPHIC CONCLUSION
dry goods emporium
BOOKS GIFTS & NICE THINGS

LAKES DISTRICT MERCANTILE CO.
Specializing In Outdoor Fun
Bicycles•Tennis•Fishing•Backpacking
Sales and Service

E&G Rummel, Ltd.
"Clothing For The Entire Family"

DINING OUT

BERGER'S BURGERS — Open daily - serving burgers, giant sandwiches, and full dinners from 11:30 - 9:30. Don't miss the great ribs and apple fritters. Casual atmosphere.

BARKING SPYDER — Mammoth's only drive-thru restaurant. Open from 11:00 a.m. to 9:00 p.m. daily. Serves hamburgers, hot dogs, french fries, and thick shakes. Located on the corner of Old Mammoth and Sierra Nevada Rds.

COMSTOCK LODE — Mammoth's newest restaurant. Open for breakfast, lunch, and dinner. Homemade hollandaise and bernaise sauces and cheese cornbread are the specialties. For breakfast devise your own omelet or enjoy one of the many unique egg dishes. Lunch offers sandwiches, barbequed ribs or chicken, and burgers. For dinner choose from a huge menu with everything from eggs benedict to super thick steaks.

FAT ALBERT'S — Sandwiches and box lunches to go. A selection of over 25 different kinds of sandwiches. Box lunches include sandwich, pastry, fruit and chips. Take one hiking or fishing or on a picnic to Hot Creek. Call ahead your order - 934-6267 - ask for Kristine.

LAKE MARY STORE & CAFE — Located on scenic Lake Mary. Cafe serves breakfast, lunch, and dinner. Features homemade cooking, pastries and pies. Call 934-2430.

LAS MONTANAS — Excellent, well-priced Mexican food. Featuring the "Original Cheese Crisp Special." Opening in August at their new location — formerly the Cortina Inn. The new Las Montanas features the same great menu. A full cocktail bar with entertainment is the new addition.

MILL CITY MINING COMPANY — Restaurant upstairs; discotheque downstairs. Restaurant features T-bone steak, barbequed chicken and trout stuffed with crab. They also serve a wide variety of burgers. Children's menu. All meals are moderately priced for families. Dinner is served from 6:00-10:00 p.m. Thursday thru Sunday. Mill City is open for breakfast from 6:30 - 11:00 a.m. daily. In the discotheque, live music and entertainment will be on dock Thursday - Sunday evenings.

THE MOGUL STEAKHOUSE — Open daily for dinner. Offering a new concept in dining - cook your own steak - make your own salad. Daily specials. A new dining room has been added which can accommodate large groups on request. Wine cellar.

MULE HOUSE CAFE — Serving breakfast, lunch and dinner from 7:00 a.m. to 7:00 p.m. Try the Muleburger, Packer's Special, Trail Rider's Delight or Over-the-Falls Upside Down Cake! On display are photos of many of their renowned guests and also a collection of pictures on the history of Red's Meadow.

NICOLOSI'S — Popular Italian restaurant featuring homemade breads, soups, and sauces. Lunches and dinners daily. Excellent food, reasonable prices, family atmosphere. Wine menu. "Ask anyone!" Only full service Italian restaurant in Mammoth. Specials: Veal parmegiana, lasagna, linguini. →

MOGUL STEAKHOUSE
Salad Bar & Charbroiled Steaks
Specials Daily • Wine Incl. with Dinner
6:00-10:00 — Closed Wednesday
934-8003
Located next to Ivey Square

BARKING SPYDER
DRIVE-THRU RESTAURANT
Burgers, Hot Dogs, Fries, Shakes
OPEN 11am - 9pm DAILY
corner Sierra Nevada Rd. & Old Mammoth Rd.

THE STOVE
BREAKFAST, HAMBURGERS, HOMEMADE PIES & SOUP—DAILY SPECIALS
BEER DAILY 6:30 A.M. - 4 P.M. WINE
SUNDAYS 7 A.M. - 4 P.M.
Located Behind Mammoth Liquor

Nicolosi's
Italian Restaurant
Lunch & Dinner Daily
Old Mammoth Road
Take Home — 934-6400
Pizza • Homemade Bread • Spaghetti
ask anyone

The Village Pantry
BREAKFAST • LUNCH • DINNER
NEW - BEER & WINE BAR
OPEN 6AM - 10PM DAILY
934-2350

BERGER'S
11:30 to 9:30 Daily
Hamburgers, Sandwiches & Dinners
Located on the Lift Road
934-6622
BURGERS

WHISKEY CREEK
entertainment nightly
Reservations 714-934-2555
RIBS & SPIRITS

las montañas
restaurant de mexico
opening early august . . .
featuring the same fine menu and . . .
mammoth's newest cocktail bar with entertainment
located on hwy 203 and sierra blvd. [formerly the cortina inn]
934-8014

THE RAFTERS
Mammoth's Finest Restaurant
Cocktails From 5 p.m.
Entertainment
Reservations: 934-2537
(2 Blocks South of Hwy 203 on Old Mammoth Rd.)

TRADING POST

FOR SALE — 1 bedroom plus loft Condo in Seasons 4. Great view of Crowley Lake. So. exposure. (714) 934-2126 or (213)823-7336 evenings.

FOR SALE — Furnished condo. 3 bedrooms and loft, 2½ baths, approx. 1800 sq. ft. Zoned commercial. Corner location. $39,500 unfurnished or furnished. Lease back $400/mo for 3 months. (714) 934-6968.

RENT — Furnished condo, 3 or 4 bedroom, 2 bath on Old Mammoth Rd. Will consider 3, 6 or 12 mo. terms. Make offer. Evenings collect B. Olson (213) 372-9483.

FOR RENT — 1 bedroom condo, completely furnished, sauna, pool, Jacuzzi. $145/mo to November 1st - $200/mo winter. Call (213) 349-3622.

FOR SALE — Fully furnished cabin #12 at Lake Mary. Living room, complete kitchen, 2 bedrooms, large sleeping loft, bath, fireplace, thermostat heat. Fishing boat included. $11,000. Phone R. Neumann (213) 363-1495.

FOR SALE — 1 bedroom condo completely furnished. $20,500. Call (213) 349-3622 or (714) 934-6972 on weekends.

CONDO FOR SALE — Near the new Safeway. Two bedrooms, loft, 2½ baths, service porch, two-car garage. South facing. Good terms to qualified resident. (213) 843-5541.

GARAGE SALE — Sat. and Sun., Aug. 18-19. Furniture, all household items, clothing, etc. Located off of Sherwin St. off of Old Mammoth Rd. For more details call (714(934-2885.

THE RAFTERS — Outstanding steaks and seafood. Specialties include honey duck, scampi, crab, halibut, and prime rib. Popular bar featuring entertainment nightly. Reservations accepted.

THE STOVE — Summer beer and wine garden. Open for breakfast and lunch until 4:00 p.m. Homemade soups and pies are the specialty. Reasonably priced.

VILLAGE PANTRY — Great family restaurant featuring an extensive menu for breakfast, lunch and dinner. Total redecorating just completed. The back room is now a cozy dining room with a beer and wine bar. Summer hours are 6:00 a.m. to 10:00 p.m. Look for weekday specials.

WHISKEY CREEK — Open daily for dinner and cocktails. Featuring prime rib, steaks, seafood, barbequed ribs, teriyaki steak. Live entertainment nightly. One of Mammoth's most popular spots. Reservations accepted

WANTED — Postal history of Mammoth City, between 1878-1899, envelopes, letters, etc. Contact Mike Kent, 6518 Gedford Ave., Los Angeles, Ca. 90056.

OLD ENGLISH SHEEPDOGS — AKC, OFA, Championship lines, whelped May 20, call (714) 934-2624.

FOR SALE — ⅓ interest in Cessna 182 Skylane N8559S. Based at Mammoth Lakes Airport. Call Jim (714) 934-6779.

FOR SALE BY OWNER — Lot, 80' x 95', Mammoth Slopes #4. 133 Jahan Drive. Call (213) 569-9124.

MISC. FOR SALE — 2 snowmobiles - $250. each, 1 trailer, 1 new belt - $100. for both, will sell whole thing for $500.00. Call (714) 934-6228 or write P.O. Box 728, Mammoth Lakes, Ca. 93546.

SPORTS CONSULTANT WANTED — Certified Ski Instructor with 6 years experience in skiing. Also exp. in Hotel and Restaurant operation. Must be flexible in working hours and willing to relocate. Must speak German, French and English. We pay minimum salary plus incentives. Send resume to Attn: Mr. Robert Covington, Resort Operators Inc., 8546 Hollywood Blvd., Los Angeles, Ca. 90069.

HELP WANTED — Pharmacy clerk and cosmetician. Send resume of qualifications & experience to Mammoth Village Pharmacy, P.O. Box 57, Mammoth Lakes, Ca. 93546.

All classified ads can be sent to Mammoth Lakes Press, P.O. Box 733T, Mammoth Lakes, Calif. 93546. Deadline is the 20th of each month. Maximum 25 words. All ads are free to non-commercial persons. No commercial ads accepted.

RESTAURANT DISCOTHEQUE

Mill City Mining Co.

Breakfast Daily 6:30 - 11:00 a.m.

Dinner Thursdays-Sunday 6:00-10:00 p.m.

Entertainment Thursday-Sunday

Located on the corner of Old Mammoth Rd. & Sierra Nevada Rd. adjacent to the Rafters

FAT ALBERT'S

BOX LUNCHES

FEATURING 25 GOURMET SANDWICHES AND DELICIOUS BOX LUNCHES. TAKE ONE HIKING, FISHING OR ANYTIME YOU'RE HUNGRY FOR A GREAT SANDWICH

HWY. 203 NEXT TO MAMMOTH

RESERVATIONS

934-6267

THE COMSTOCK LODE

BREAKFAST-LUNCH-DINNER

MAIN STREET, MAMMOTH CITY

Phone 934-6677

SUBSCRIPTION

Don't miss the next issue of the MAMMOTH LAKES PRESS. The Voice of Mammoth will keep you abreast of what's happening on a monthly basis at Mammoth. Introductory subscription rate is $3.00 per year. Send in your subscription form now!! Mail to THE MAMMOTH LAKES PRESS, P.O. BOX 733S, MAMMOTH LAKES, CALIF. 93546.

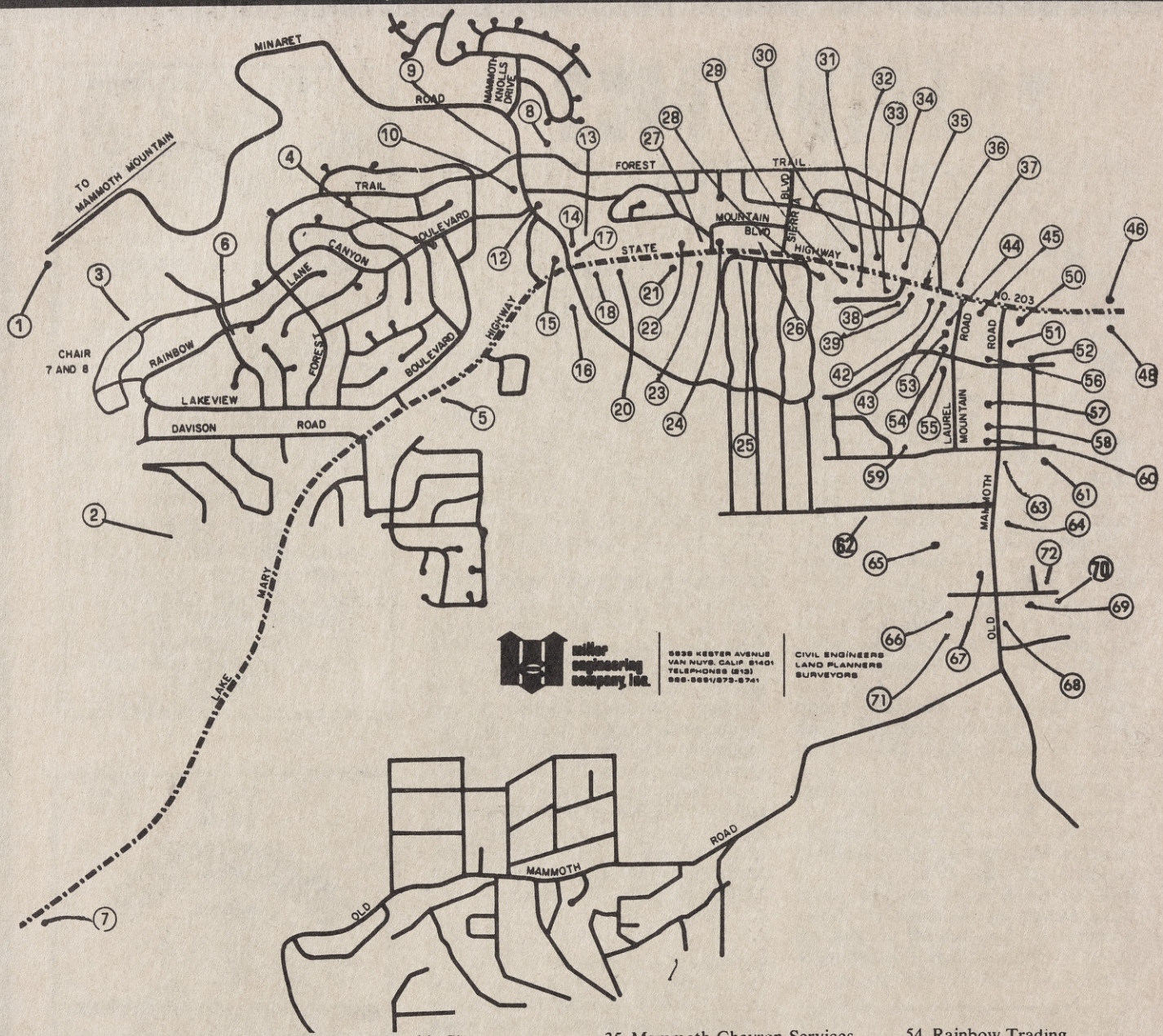
PLEASE START MY SUBSCRIPTION TO THE MAMMOTH LAKES PRESS. I HAVE ENCLOSED $3.00 FOR A YEAR SUBSCRIPTION.

NAME .....

ADDRESS .....

CITY .....

STATE ..... ZIP .....



54 Allstate Insurance
3 Austria Hof
63 Barking Spyder
57 Beauty by Barbara
12 Berger's Burgers
16 Catholic Church
50 Chamber of Commerce
66 Chateau de Montagne
8 Community Center
48 Community Church
43 Comstock Lode
14 Dempsey Construction Corp.
52 Design Bold
29 E & G Rummel
67 Eastern Sierra Motors
28 Eye Siere
23 Fat Albert's
35 Filson's Tackle Shop
37 Fire Department
46 Forest Service Visitors Center
17 Frank's Liquor
64 Frank's Mini Market
53 Frank's Plumbing & Hardware
29 Graphics Conclusion
27 Holiday Realty
62 Horizons 4
26 International Inn
68 Jagerhof Lodge
29 Joe Reeves, Inc.
36 Kittredge Sport Shop
7 Lake Mary Store
29 Lakes District Mercantile Company
25 Las Montanas
50 Leisure Realty
23 Mammoth Building Materials
35 Mammoth Chevron Services
14 Mammoth Condominium Rentals
39 Mammoth Liquor
1 Mammoth Mountain Ski Area
56 Mammoth One Hour Cleaners
45 Mammoth Tavern
68 Mammoth Travel Agency
10 Medical Arts Pharmacy
60 Mill City Mining Company
12 Minaret Lodge
56 Mogul Steakhouse
10 Mono County Offices
68 Mono County Security
51 Nicolosi's
50 Peg's Pow Wow
42 Pine Tree Plaza
21 Pumice Mountain
58 Rafters
54 Rainbow Trading
1 Red's Meadow
27 Shakey's Pizza Parlor
29 Silver Cloud
42 Spellbinder Book Shop
38 The Stove
7 Tamarack Lodge
30 U.S. Post Office
29 Village Center
29 Village Inn
42 Village Pantry
42 Village Sports
15 Whiskey Creek
18 White Stag Inn
26 Wildwood Inn
7 Wildyrie Lodge
5 Woodstock

PAID
BULK RATE
U.S. POSTAGE
Mammoth Lakes, California 93546
Permit No. 18